LOOK

ON THE SPOT:

THE PRESIDENT'S DOCTOR

TV MIRACLE:

HAL MARCH'S $64,000 BREAK

15¢ SEPTEMBER 18, 1956

THE WEST

New frontiers in living... 28 pages on the life that lures the EAST

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[redacted]

Lady Borden Ice Cream is Extra-Good because it's made with Extra Cream!

Lady Borden
ICE CREAM
Lady Borden
TROPIC ISLE
PINEAPPLE

Available to Canadians in the provinces of Quebec and Ontario.

It all began in the South Seas! There, on a tropic isle,
the very finest, sun-ripened pineapple was selected from the
year's prize crop. And here, we bring you this juicy-ripe fruit
in the finest of all ice creams—*extra-creamy* Lady Borden.
Get Tropic Isle Pineapple in the Burgundy-colored
carton where you see the Lady Borden sign.

WE HAVE
Lady Borden
ICE CREAM

Says Elsie, the Borden Cow:
"If it's Borden's,
it's got to be good!"

Another one of the Borden family of fine foods

See Borden's TV show, "The People's Choice" over NBC.

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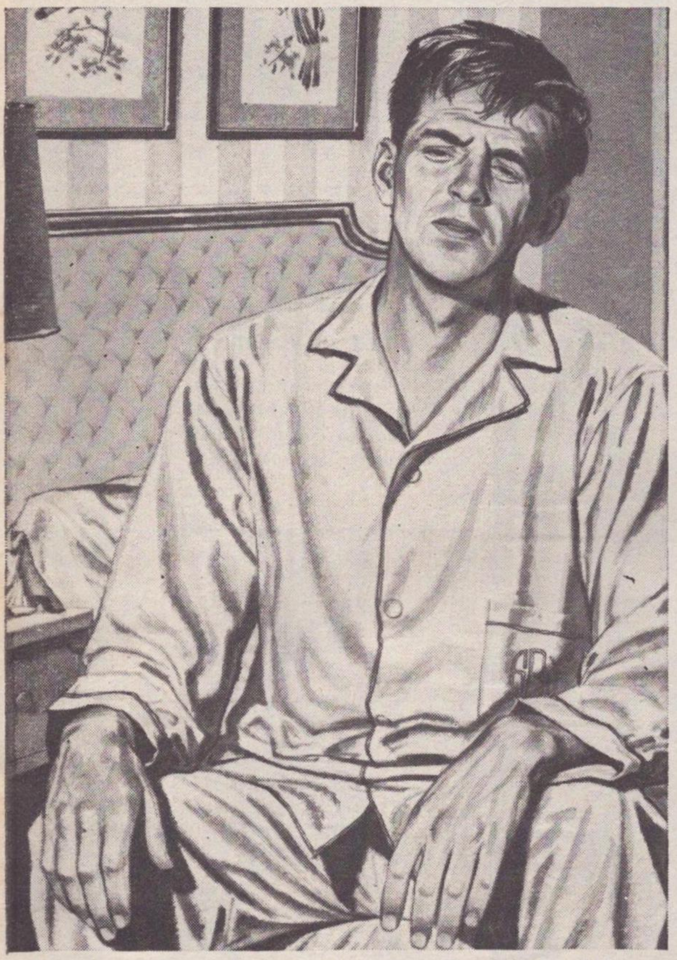
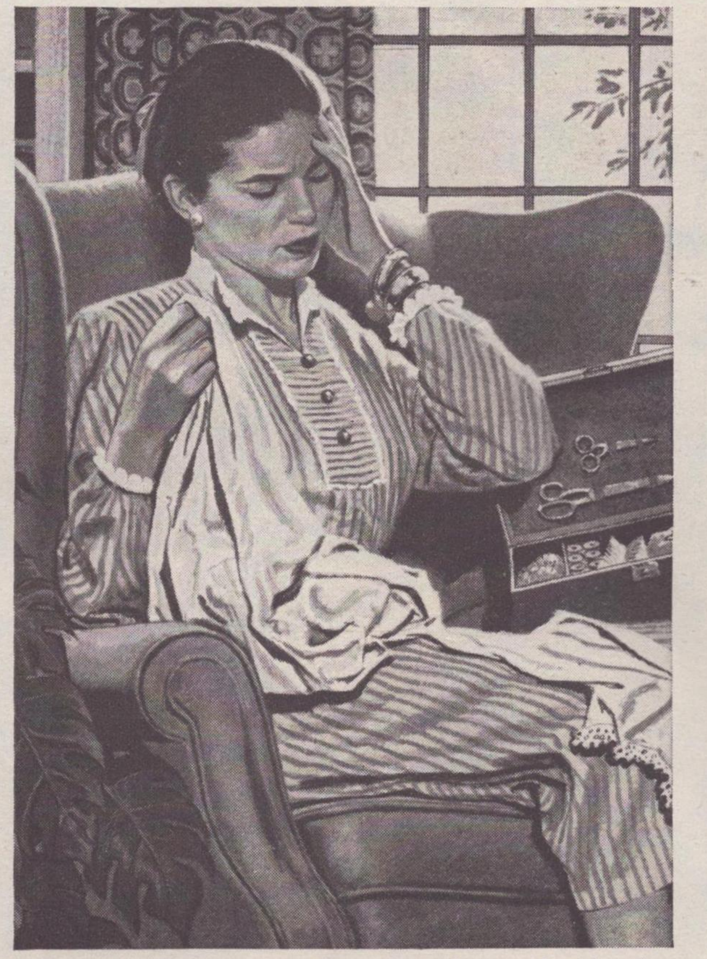
What kind of headaches do YOU have?

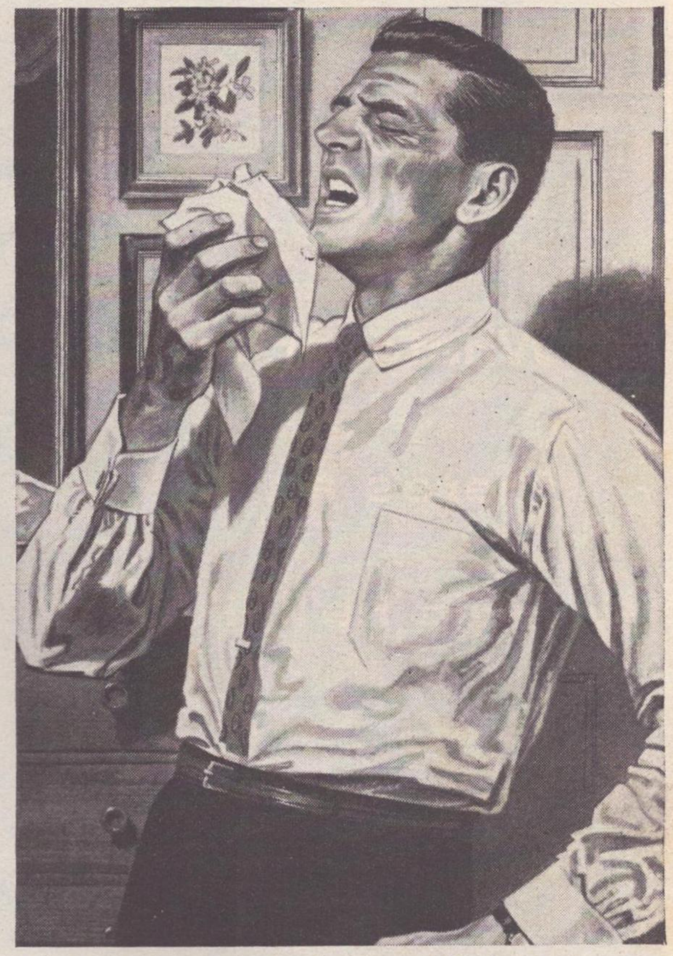
YOUR PHYSICIAN WILL TELL YOU THERE ARE MANY DIFFERENT KINDS



Over-indulgence frequently causes headaches. When this happens, it's the perfect time to take Bufferin because Bufferin acts *twice as fast* as aspirin to bring you prompt, sure relief.



Tension—Do you pay the price of annoying headaches as the result of the tensions and pressures of today's living? Then you should discover Bufferin, the modern, faster-acting headache remedy.



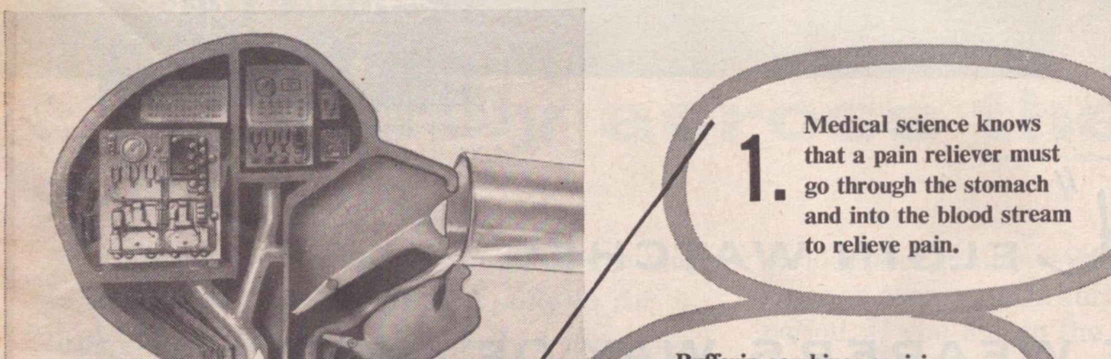
Cold miseries are apt to hang on. That's the time to take Bufferin to relieve these discomforts. Take Bufferin in accordance with package directions and it won't upset your stomach as aspirin often does.

If you take aspirin for any of these ailments, remember

BUFFERIN®

acts twice as fast as aspirin!

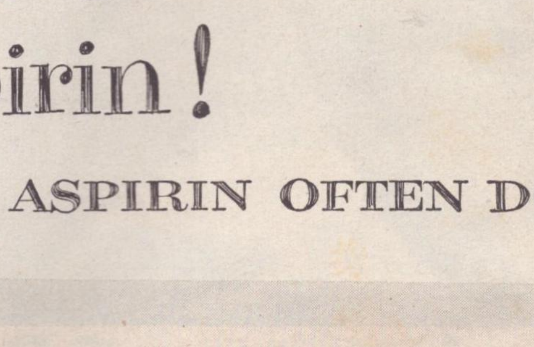
...AND WON'T UPSET YOUR STOMACH THE WAY ASPIRIN OFTEN DOES



1. Medical science knows that a pain reliever must go through the stomach and into the blood stream to relieve pain.

2. Bufferin combines aspirin with two antacid ingredients. These speed the pain reliever out of the stomach and into the blood stream twice as fast as aspirin. So . . .

3. Bufferin acts twice as fast as aspirin to relieve pain. And it won't upset your stomach the way aspirin often does.



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IF YOU SUFFER FROM PAIN OF ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN

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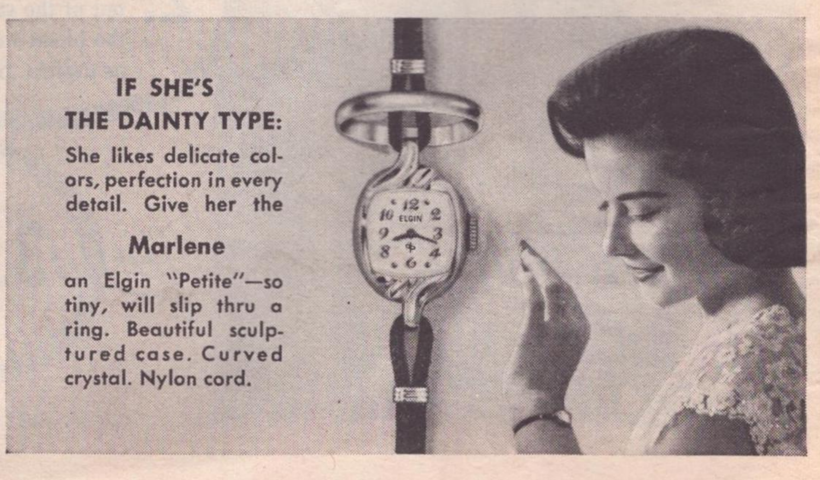

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Marlene

an Elgin "Petite"—so tiny, will slip thru a ring. Beautiful sculptured case. Curved crystal. Nylon cord.

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America's Family Magazine

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A man who has made tens of millions of people laugh, Sid Caesar until a few years ago was beset by emotional troubles, even as a successful star. He was almost constantly in a state of deep depression. Finally, he started going to

a psychoanalyst. He tells the absorbing details in *What Psychoanalysis Did for Me.*

Now that another year of baseball is drawing to a close, it's time to reckon who turned in the best performances of the season. In our next issue, LOOK'S *Baseball All America* provides an authoritative listing of the game's star players in major and minor leagues.

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Franco-American
Macaroni
with cheese sauce
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Easy to fix? So simple it almost cooks itself. Here is all there is to making it like our picture.

Just place our Macaroni in a casserole. Top with buttered bread crumbs; and bake about 20 minutes in a hot oven.

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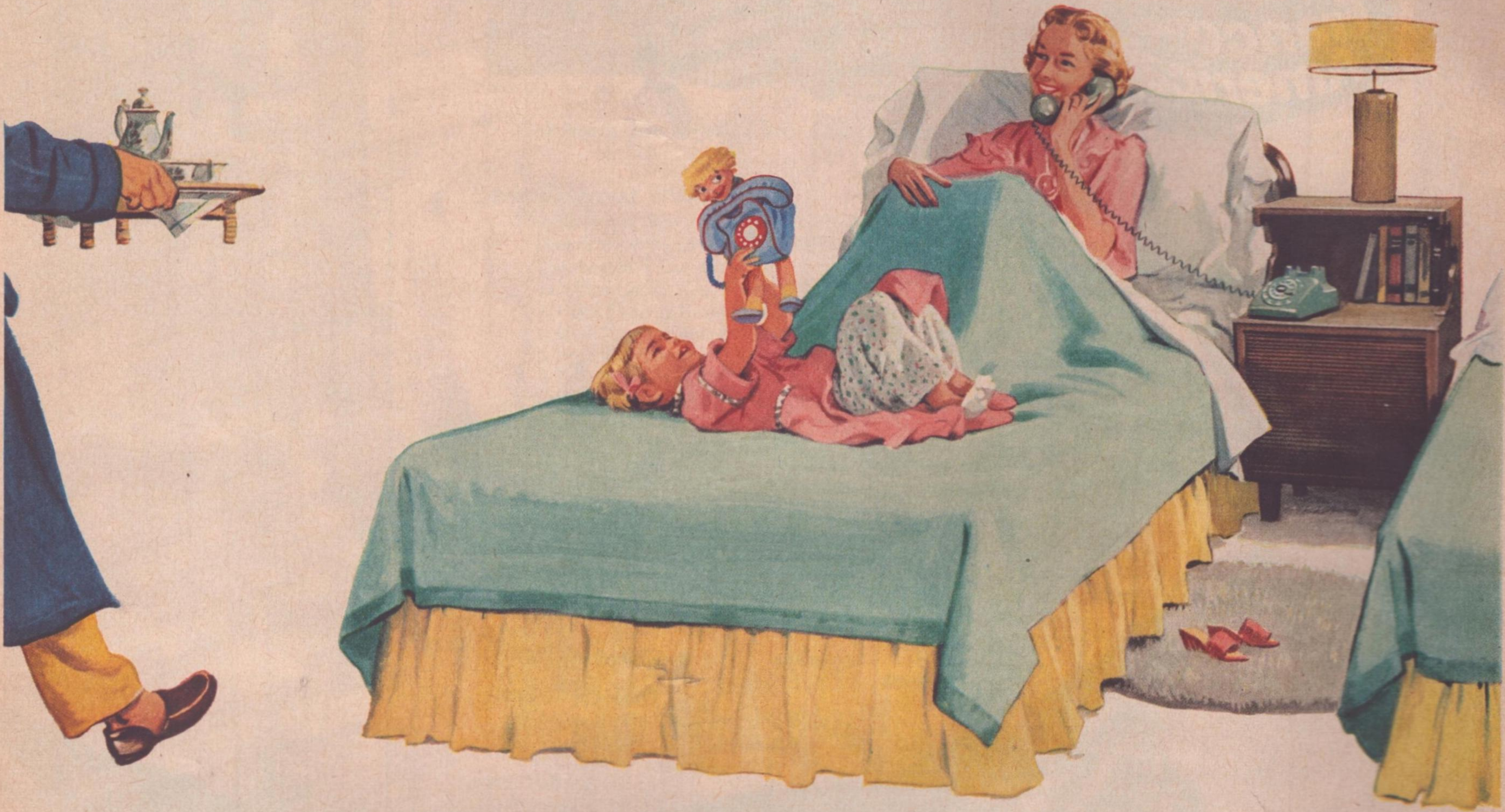
Macaroni
with Cheese Sauce
by Franco-American



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SPEEDLINER

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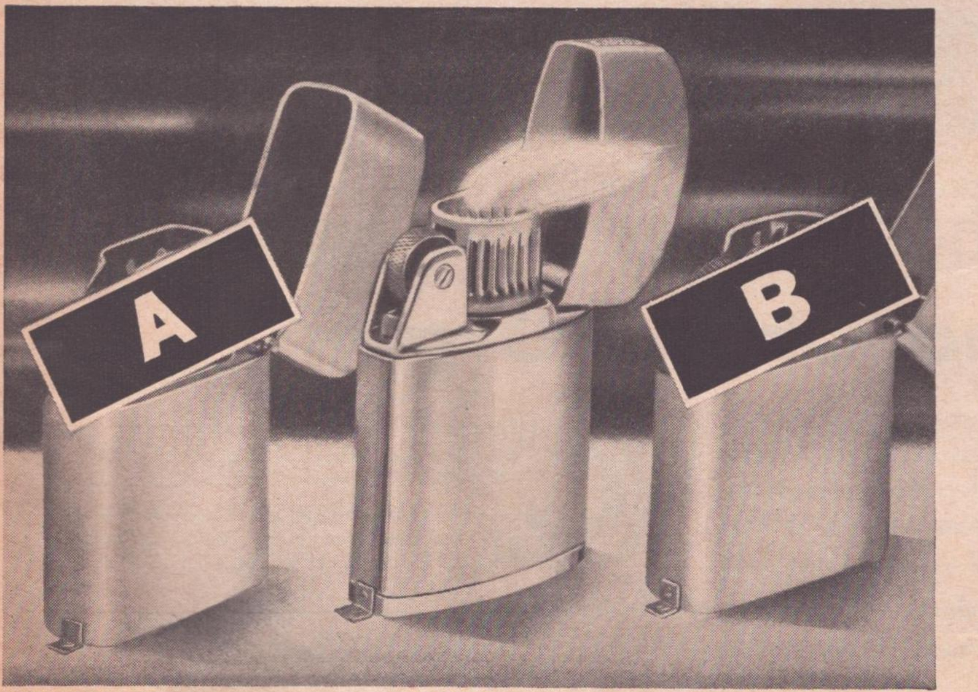

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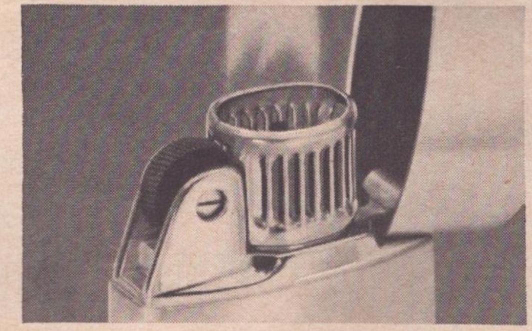
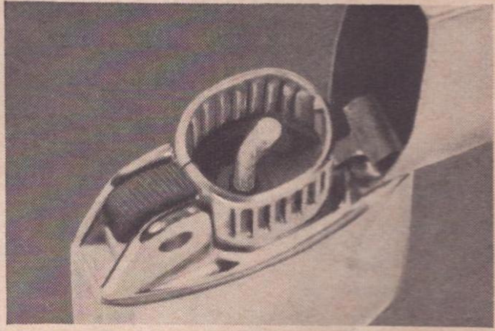
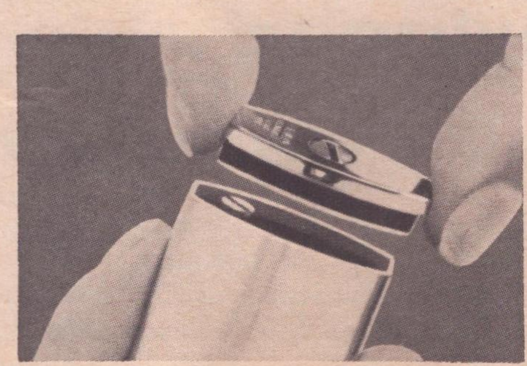


Secret of the Ronson "Windlite" flame's resistance even to gale-like gusts is the exclusive slotted windshield with vertical louvers.



Entirely new-type permanent wick made of woven glass fibers won't burn down, won't unravel. No bother with tedious replacement!



Ronson takes the mess out of re-filling! New, patented base is easy-to-remove and locks tight to prevent fuel evaporation. This, plus *super fuel capacity* means less frequent filling.

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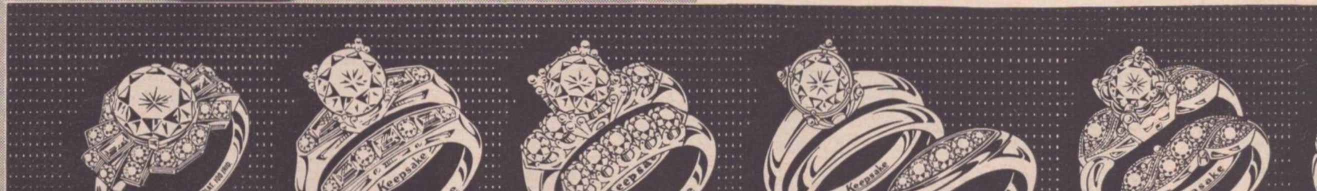

A. PARADIS Ring (platinum) $850 to 5000. B. JULIET Ring $575. Also 500 to 2475. Wedding Ring 175. C. NEWELL Ring $450. Wedding Ring 150. D. HEATHER Ring $350. Also 100 to 2475. Wedding Ring 12.50. ★Man's Diamond Ring $100. Available at 75 to 250 to match all engagement rings. E. DOUGLAS Ring $250. Wedding Ring 87.50. F. KENNAN Ring $150. Wedding Ring 75. All rings available in either natural or white gold. Prices include Federal Tax. Rings enlarged to show details. ®Trade-mark registered.

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Question Column ?

QUESTION OF THE MONTH

How long have you had your present toothbrush?

R. A. Loft, air lines captain, Miami, Fla.—Oh, I'd say about a month, not over. I get a new one about every two months. I guess I just notice when it starts getting soggy and I get another one. Of course, I have several. The one I use most often is just about a month old now.

Anne Nosko, sales agent, Chicago, Ill.—Well, I think I've had my present toothbrush about a month. I don't think I usually keep a toothbrush longer than a month. When the bristles bend I notice it in the morning and get one the next time I'm at the store.

T. A. Lancaster, sales manager, Canterbury, Conn.—Depends on which one you're asking about and what you mean by my present toothbrush. I have three. The newest I got last Wednesday. I keep one in my bag and one at home. Then, I'm never without one.

Phemie Marchuk, bacteriologist, Columbus Laboratories, Chicago, Ill.—4 months of regular use is almost the life span of any toothbrush. 4 months is also the length of time the new Dr. West's Germ-Fighter stays actively anti-bacterial. So for oral protection, remember this important rule. Buy a Dr. West's Germ-Fighter and replace it every 4 months. This brush is so treated that it inhibits or destroys germs that lodge on it and hold to it . . . whether they are picked up while you are using it or fall on it while it hangs in your bathroom.

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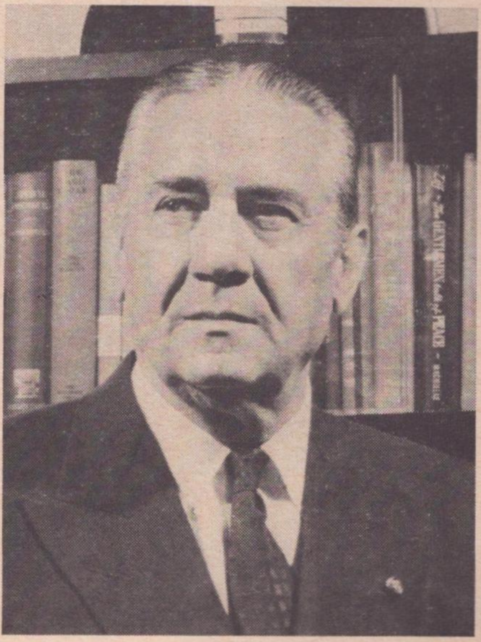
THE ALL NEW
DR. WEST'S GERM-FIGHTING
TOOTHBRUSH 70¢

LOOK APPLAUDS

FURFEY ELLIS

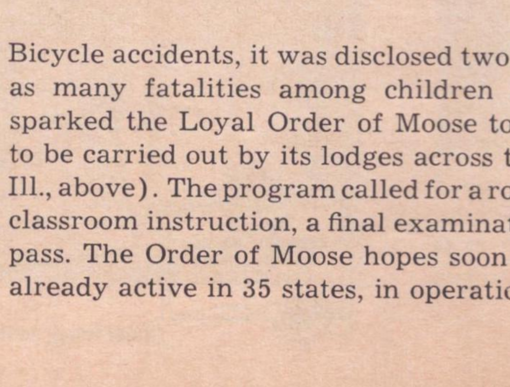


He has devoted ten years to a pioneering program to help Philadelphia's mentally ill, a job that recently brought Ellis a top award.

There was a large share of inspiration present when this Philadelphian received his first name. For a "fury" is what he has been causing for ten years as president of the board of trustees of the Philadelphia State Hospital, popularly known as Byberry. When he took over the nonsalaried post, Byberry was described as "swarming with naked humans herded like cattle and treated with less concern, pervaded by a fetid odor. . . ." Awakening the community to a situation that the medical staff had long deplored was Ellis's first step. This done, the state legislature was pressured for appropriations that amounted to $30 million in ten years.

Byberry's record for the decade is impressive. In 1946, some 6,500 patients were crammed into space designed for 3,400. Now, with new construction, it accommodates 5,360. Daily per capita allowance in 1946 was $1.50; today, it is $3. There were 90 attendants, 30 nurses and nine doctors; now there are eight hundred, two hundred and 27. Since 1946, the number of patient recoveries has doubled. Today, Byberry is among the 20 per cent of all mental hospitals that have won conditional approval of the American Psychiatric Association.

Recognition for his work came to Ellis this year when he was awarded the Benjamin Rush Award for outstanding nonmedical contributions to health. But equally as rewarding are the words of Dr. Eugene L. Sielke, superintendent of Byberry: "Adequate mental hospitals are community problems, and Furey Ellis is a perfect example of what an inspired layman can do. As a medical man, I made the bullets, but it took Furey to fire them."



MOOSE BICYCLE SAFETY PLAN

Bicycle accidents, it was disclosed two years ago, cause three fourths as many fatalities among children as polio. The startling news sparked the Loyal Order of Moose to draw up a training program to be carried out by its lodges across the country (as in St. Charles, Ill., above). The program called for a road-testing and practice course, classroom instruction, a final examination and licenses for those who pass. The Order of Moose hopes soon to see its bicycle safety plan, already active in 35 states, in operation in some 1,800 communities.

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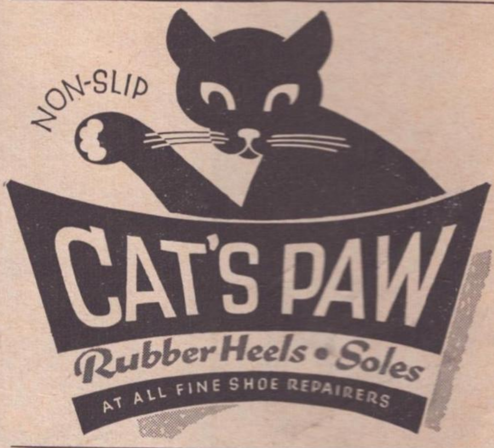

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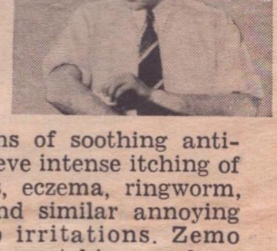

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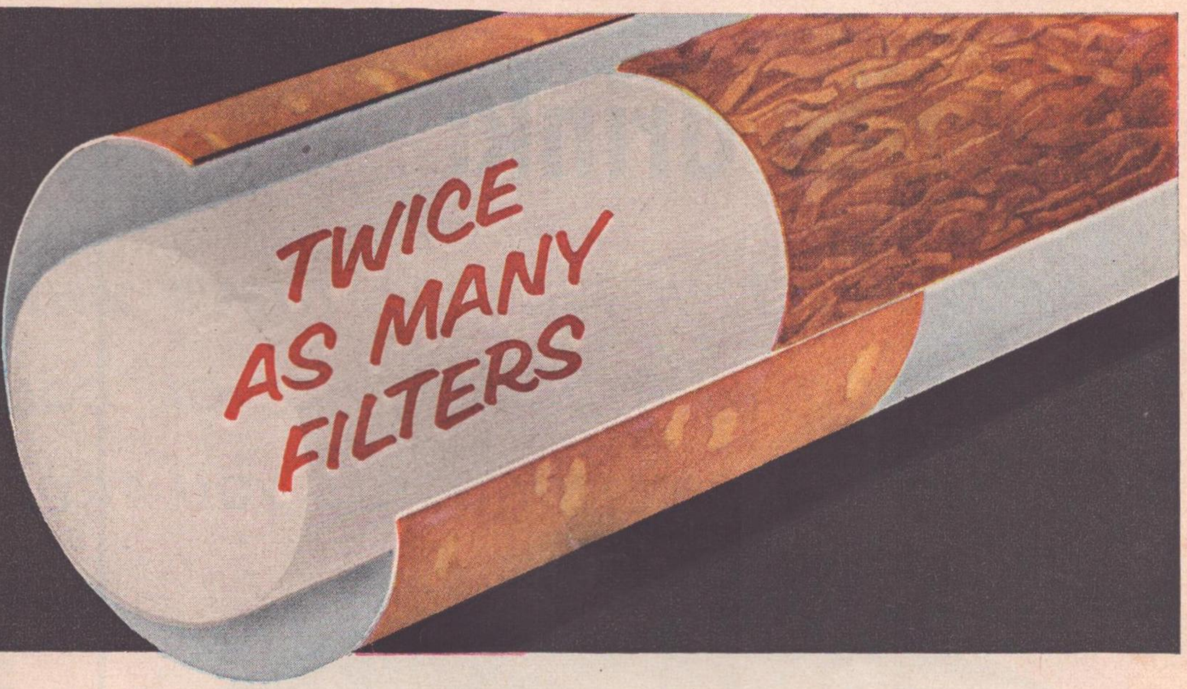
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LETTERS
TO THE EDITOR

Jet-Age Duke

May I congratulate you on the article *Prince Philip: The Queen's Controversial Husband* (LOOK, August 7)? As a Scot recently emigrated to this country, I was pleasantly surprised to find it highly informative, sincere and in excellent taste—in fact, much more so than many articles which have been written in British magazines on the same subject. Perhaps Bacon's suggestion that "princes are like to heavenly bodies, which cause good or evil times, and which have much veneration, but no rest," is applicable to our jet-age Duke of Edinburgh.

JANETTE BOGIE
Chicago, Ill.

. . . LOOK certainly has lowered its high standard of quality. The article about the Duke of Edinburgh is bad enough, but you spread his picture all over the cover as if he were a common bar fly. . . You make him look like a little boy who pouts because people don't pay as much attention to him as they do Queen Elizabeth. . . . Really now, do you seriously believe such a sloppy article is likely to enhance the diplomatic relations between Great Britain and the United States? . . . I am an American—a daughter of one of the oldest families of the United States—so I have no axes to grind. . . .

C. L. HOWLAND
Lawton, Okla.

. . . My first reaction to *Prince Philip* was, "Why so much space to British royalty?" After reading the article, I admire the man. . . .

ROBERT F. BAUER
Washington, D.C.

. . . It might be interesting to compare statements made when the Prince of Wales went through the coal mines and made wonderful suggestions for the betterment of the workers with comments now about Philip's suggestions. The Prince of Wales' [ideas] were soon discarded. Of course, the present Duke of Windsor was years ahead of his time and the men around him. . . . There are more men in office now who see a larger picture, and probably Prince Philip will have more time to work out his good ideas. . . .

MRS. KATHERINE R. BOYCE
Alexandria, Va.

Vive la France!

After reading Pat Coffin's *Meet a Real Parisienne* (LOOK, August 7), I would like to shout *"Vive la France!"* Here is a really true picture of what I lived and enjoyed in France several years ago. It sort of counterbalances one of your previous articles on . . . wine-drinking parents and children. Madame Chalandon is not only an exemplary French wife and mother, but she also would make an excellent cover girl.

Three cheers also to Miss Coffin for giving us an inspiring insight on . . . family life in France, proving that there is still some backbone left in that wonderful country and that all French women are not "ooo-la-la's"—the impression that so many GI's brought back to our country.

MADELEINE DESPRES
Jay, Maine

. . . Your article is fascinating. Madame spends between $300 to $500 for an evening dress. That sounds pretty high in New York, but in Paris, it is truly astronomical and is equivalent to one quarter to one half a year's salary of one of her husband's typists. However, the government gives her support for her two children at the rate of $240 per year. Something seems to be wrong in France.

ERWIN HIRSCHEL
New York, N.Y.

Honest Ave

Thank you, thank you, thank you for your good article on Averell Harriman, *What Makes Ave Run* (LOOK, August 7). . . . As a woman, I like his open, honest-looking face, and I feel that he has enough of this world's goods that he doesn't have to "put the squeeze" on the poorer classes. He can relax and be a real statesman. . . .

BLANCHE SCHMIDT
St. Louis, Mo.

Air-Borne Animals

On behalf of Riddle Airlines, Inc. of Miami, Fla., and myself, please accept our sincere appreciation for the article *Animal Airlift* (LOOK, August 7). I have received many comments from friends of mine across the nation about the article.

ARNOLD J. SCHAUMANN
Zoological Consultant
Riddle Airlines, Inc.
Miami, Fla.

continued

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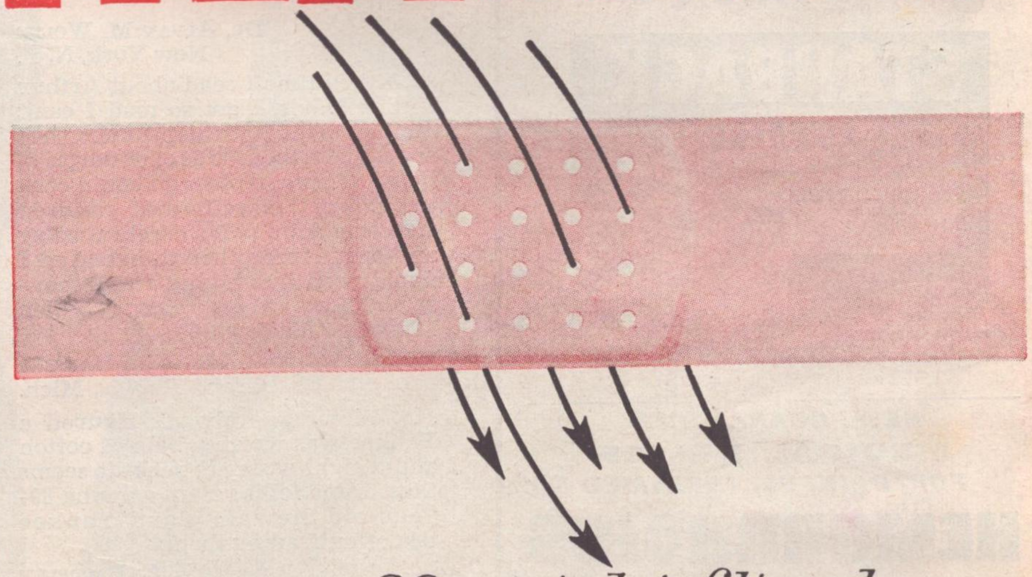

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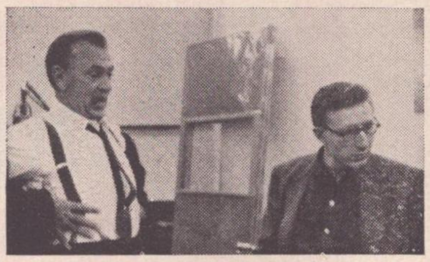
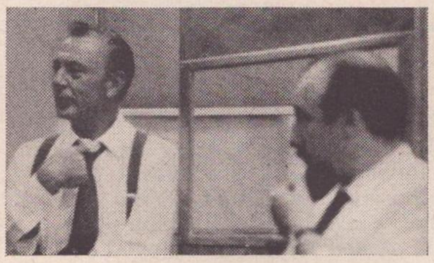
LETTERS continued

Cooper and Fred Steele



Cooper and Mitch Miller



I enjoyed your spread on Gary Cooper's recording of *Marry Me, Marry Me* in *Cooper Does a Crosby* (Look, August 7). But you made a boo-boo by omitting the names of his eminent companions in the photos. I am sure you did not intend to slight his singing coach Fred Steele, who is also the able teacher of Eddie Fisher, Julie Wilson. As a fan, I protest! The other gentleman you overlooked must be Mitch Miller. How could you? Kindly rectify.

Susan Foldes
Fair Lawn, N. J.

[Look, *not meaning to steal anyone's thunder, is happy to rectify things* (above)—*Ed.*]

World's Fastest Spender

Read your article on Mr. Arthur Vining Davis, *World's Fastest Spender* (Look, August 7) and am very impressed with what money can buy [but] does he give to charity? . . .

Dr. Alvan M. Wolfe
New York, N. Y.

. . . Every time I read about Arthur Vining Davis, I get so mad I can't think straight. With his millions, [he] could make thousands of underprivileged people happy and could contribute to the welfare of children suffering from polio, cerebral palsy and a hundred other things. And I don't mean just giving a few thousand dollars a year to charity, which I imagine he does. . . .

Mrs. Mel Hartger
Grand Rapids, Mich.

. . . Floridians always figured a Yankee was worth a bale of cotton and a sight easier to pick. It seems these same folks resent a young 89-year-old New England-Yankee trader outtrading them.

H. C. Bardsley
Homestead, Fla.

Pacific Coast Football

I'm a bone-thin journalist whose most vigorous college activity was toting books from the library. But I like football—good, hard-hitting college football. Your article on our mess, *Inside the West Coast Football Scandal* (Look, August 7), is about the finest piece of reporting I've seen. Maybe it will help some of the college presidents and faculty representatives, who had apparently misplaced their integrity, to see the error of their unequal ways. I'm a graduate of the University of California at Berkeley, but all my sympathies are solidly with U.C.L.A. and U.S.C. In the present situation, the best thing I can say for U.C. President Sproul is that his compulsory retirement age is fast approaching.

Lloyd Hamill
Los Angeles, Calif.

. . . So, the big bad wolves of the north are after poor little U.C.L.A. and Southern Cal! What Mr. [Look Sports Editor Tim] Cohane did not consider, in his mighty defense of Red Sanders' persecuted footballers and those of U.S.C., is that the way the two schools became the dominant powers on the West Coast was *through* violations of the code. The only regret is that the P.C.C. took so long in getting around to penalizing them!

David G. Cromwell
Salem, Ore.

. . . In view of the extremely biased and unfair article . . . . none of our family will ever renew our subscriptions. . . . The biggest contribution to amateur athletics that could possibly be [made] on the Pacific Coast would be for Mr. Sanders to sever all connections with it.

L. R. Weinmann
Oakland, Calif.

. . . You know, there was a time when men went to college to secure an education. Is there any school in the country offering tuition, fees and a salary for prospective historians, philosophers, economists or scientists? It has been my experience (as a former college official) that for every scholarship available for this type of youth, there are three for prospective "All Americans." The system must be changed *now*—and any effort to bring this change about is most welcome.

J. H. Kirkpatrick
Chicago, Ill.

. . . The practical solution might come if every institution and athletic conference were to organize together—under such a group as the NCAA—to establish realistic, common standards as to exactly how much aid should be given to amateur athletes. Uniformity of this kind would lead to the desired conformity.

David Grey
Ann Arbor, Mich.

Elvis

I have read with great interest your article *Elvis Presley: He Can't Be . . . But He Is* (Look, August 7). There is no doubt but that, in his sphere, Presley is an unusual and outstanding showman. The fact that he has skyrocketed to the top proves he has talent and a hold on the public imagination. . . . It is my opinion that if Presley grows up gracefully, he will remain a headliner for many years to come; if, however, he conducts himself like a fool, he will be gone—in the dictionary meaning of the word.

Sammy Kaye
New York, N. Y.

. . . The article was unfair and in very poor taste. . . .

Janet Beach
Flint, Mich.

. . . I thought it was wonderful. . . .

Mary Ann Bundy
Turtle Creek, Pa.

. . . Elvis Presley—I wish he wasn't.

Herman Dykerman
Waterbury, Conn.

END

Address letters to Editor of LOOK, 488 Madison Ave., New York 22, N. Y. No anonymous letters will be considered for publication.

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WHAT THEY ARE SAYING

Eartha Kitt

“Singer **Eartha Kitt,** who has uninhibitedly braved microphones, footlights and television cameras: “I'm afraid of using telephones—except when I'm talking to somebody I know.”

U.N. Secretary-General **Dag Hammarskjold,** concealing the topic of his talks with Khrushchev and Bulganin: “I never discuss discussions.”

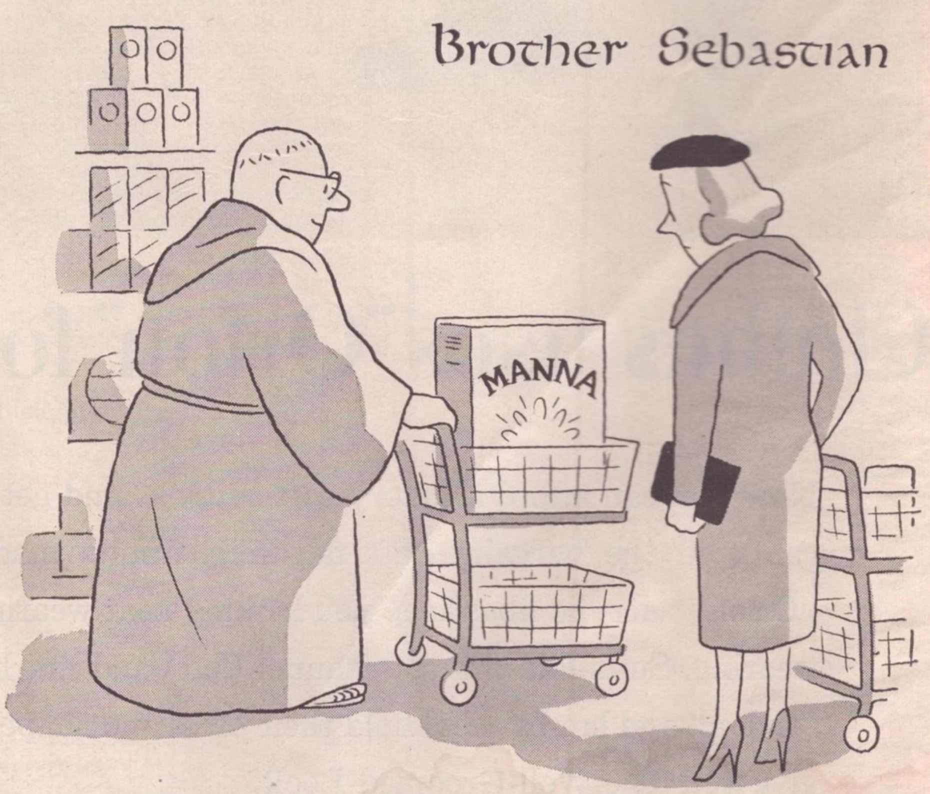
Writer **Harold Coffin:** “No need to be too grateful to the scientists for showing us how to get to the moon. After all, they are the ones who've almost made it necessary for us to evacuate the earth.”

Television comedian **Milton Berle,** indulging in some sharp philosophy (as reported by Irv Kupcinet): “Every heel deserves a sock.”

A. H. Marrow, British health officer, opposing the custom of leaping out of bed in the morning: “People who start the day violently instead of getting up gently deserve a heart attack.”

Hollywood dress designer **Edith Head:** “A woman's dress should be tight enough to show there's a woman inside it, but loose enough to show that she's a lady.”

New York restaurant owner **Harvey Rosen** on girls (as reported by Earl Wilson): “You know your date is too young for you when you have to explain to her what a rumble seat was.””



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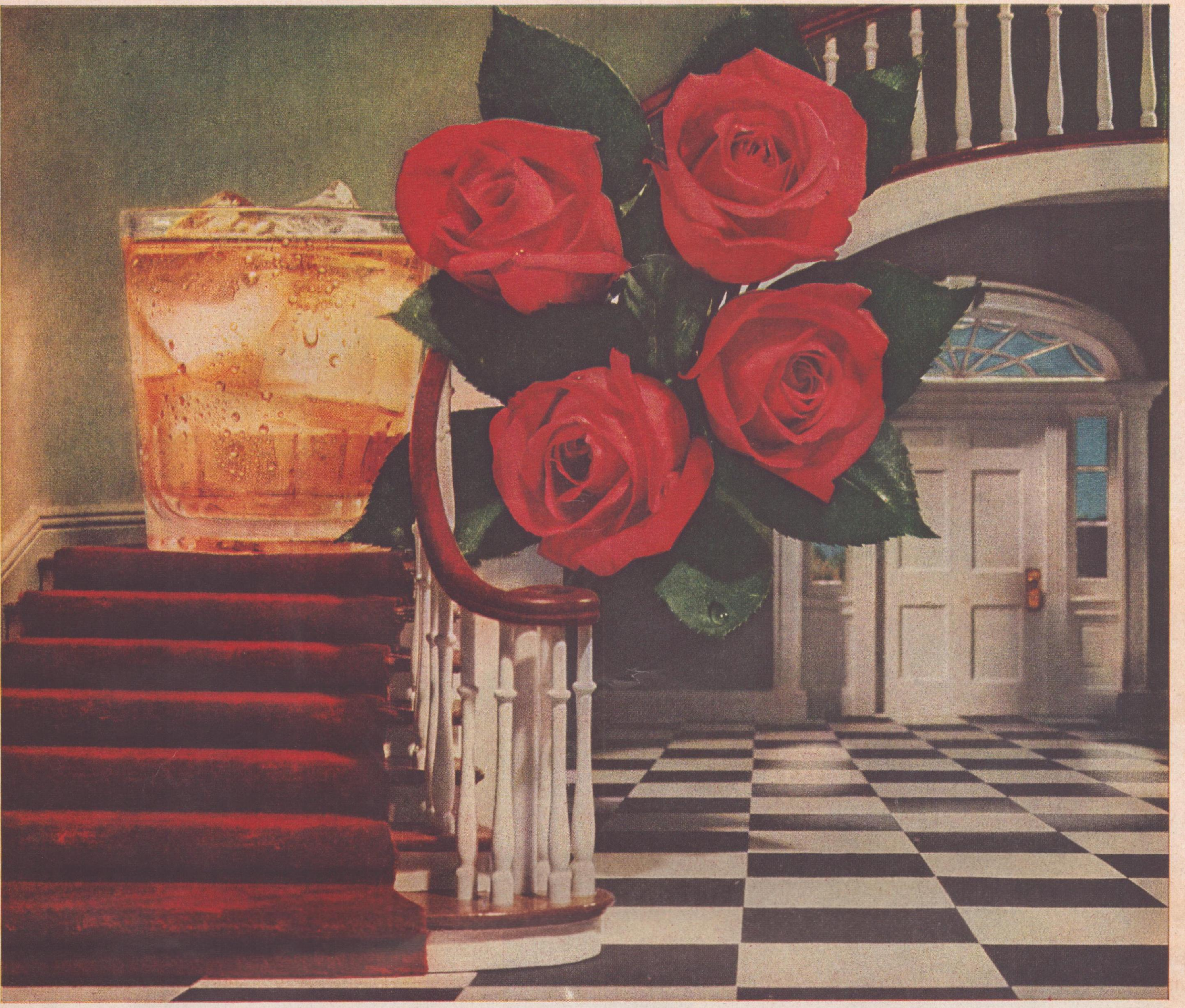

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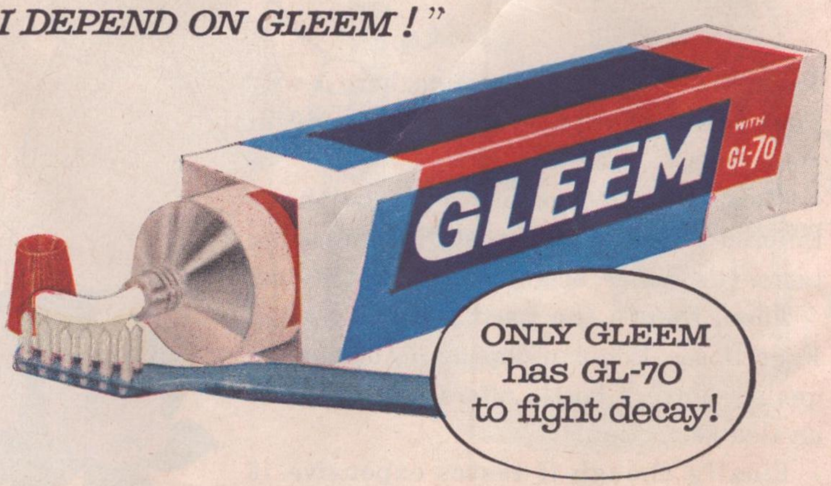
Mouth odor stopped all day with *one* Gleem brushing. Scientific tests prove brushing with Gleem before breakfast gives most people *all-day* protection against mouth odor. Start *your* day with Gleem.

"I can't brush after every meal so ***I DEPEND ON GLEEM!****"*



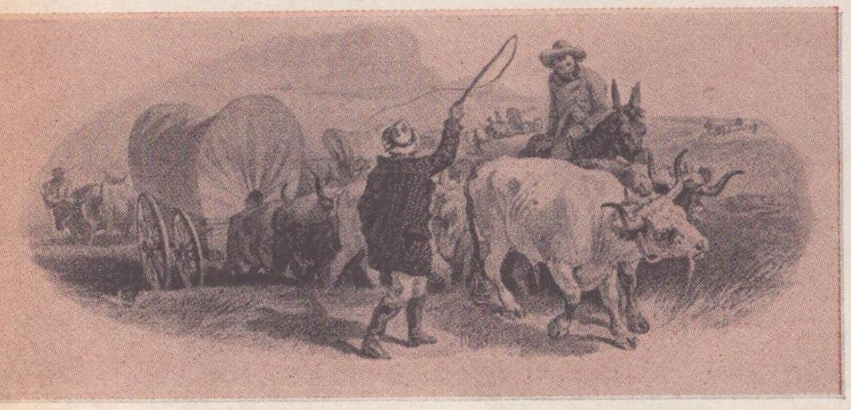
ONLY GLEEM has GL-70 to fight decay!

LOOK VOLUME 20, NUMBER 19 • SEPTEMBER 18, 1956

THE WEST IS A WAY OF LIVING

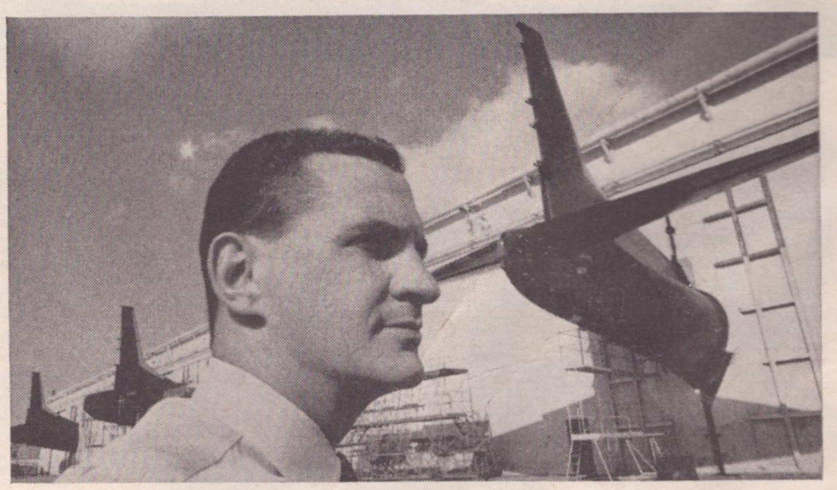
Our fastest-growing area in wealth, power and population, the West is America's promised land. Here, in 28 pages produced by a LOOK team of 12 writers and photographers, is the story of the wide spaces, free spirits and informal styles that make the West a unique and wonderful place to live.

THE WEST IS A WAY OF LIVING

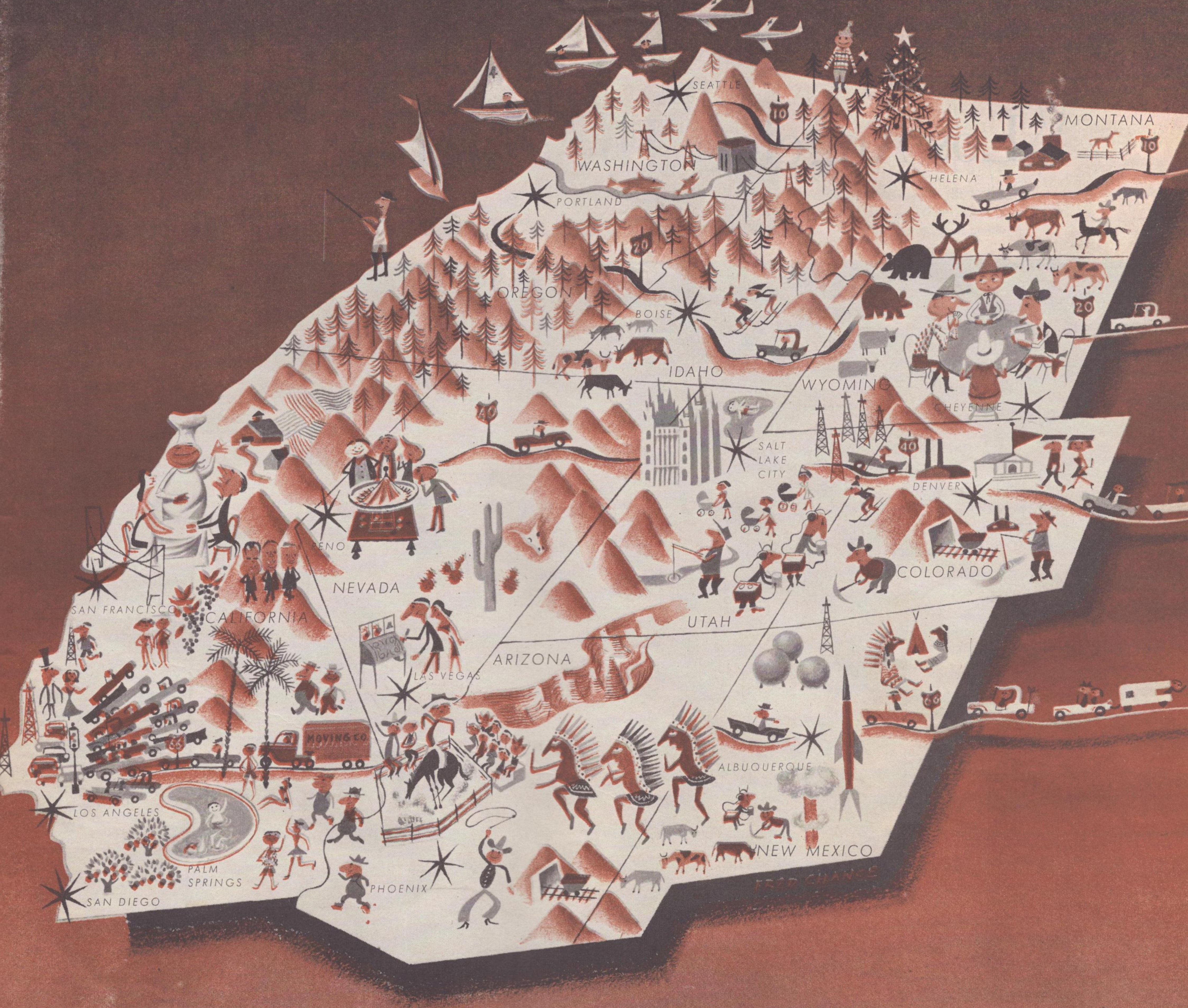


From the very beginning, our way has been west...

Extravagant, restless, exciting, the West today is an overpowering region. It is one third of our total potential water power running fast in the Columbia River . . . 400,000 people moving in yearly—300,000 of them to the conglomeration called California . . . 17 trillion cubic feet of natural gas under New Mexico's sands . . . more swimming pools per person in Palm Springs, a desert town, than in any other town in the world . . . Americans living to a ripe old age in Montana . . . more babies per capita being born in New Mexico and fewer people dying in Utah . . . in Nevada, more cars per head (one for every 2.3 people), and in California, more fruit, more wine, more nuts and, by 1975, more people (23,000,000) than in any other state.



. . . The spirit is the same today, but the direction is up.


SEATTLE
MONTANA
10
WASHINGTON
HELENA
PORTLAND
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OREGON
BOISE
IDAHO
WYOMING
CHEYENNE
40
SALT LAKE CITY
DENVER
RENO
NEVADA
COLORADO
SAN FRANCISCO
CALIFORNIA
UTAH
ARIZONA
LAS VEGAS
MOVING CO.
LOS ANGELES
ALBUQUERQUE
PALM SPRINGS
NEW MEXICO
PHOENIX
SAN DIEGO
FRED CHANCE

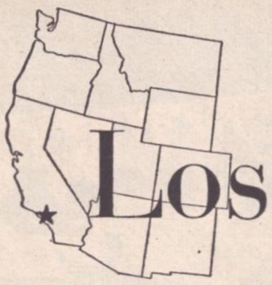
AMERICA'S FRONTIER—THE SEARCH GOES ON

The people of the West—23,689,000 of them in eleven states—are laced together by good highways and a feeling of kinship. They talk in superlatives. They have at once America's coldest and America's hottest weather and the country's biggest mountains and biggest hole in the ground. They eat better in San Francisco, lose money faster in Las Vegas, catch bigger fish in Washington, find more uranium in Utah and raise more Christmas trees in Montana than anywhere else in the United States.

When they stop making comparisons between themselves and the East, they glory in their own vast differences. They have the most and the least rainfall, ranging from 141 inches a year to less than 8; they have an incredible amount of elbow room and the darnedest traffic jams; they worship the cowboy and his horse and build jet planes and guided missiles. They guarantee you that they are happier than anyone else, but still they are unsatisfied, moving from place to place *within* the West searching for whatever a new town or a new job has to offer. Like their fathers before them, they get more kick out of going someplace than getting there. Indeed, this searching may be the key to the West, the single idea that unites the superlatives and the differences. Eugene M. Rhodes, New Mexico's cowboy-writer, who understood the Western spirit better than most, put it this way: "The prime motive of that great [Western] migration was the motive of all migrations—the search for food and land. . . . What they did there was to work; if you require a monument—take a good look!"

continued

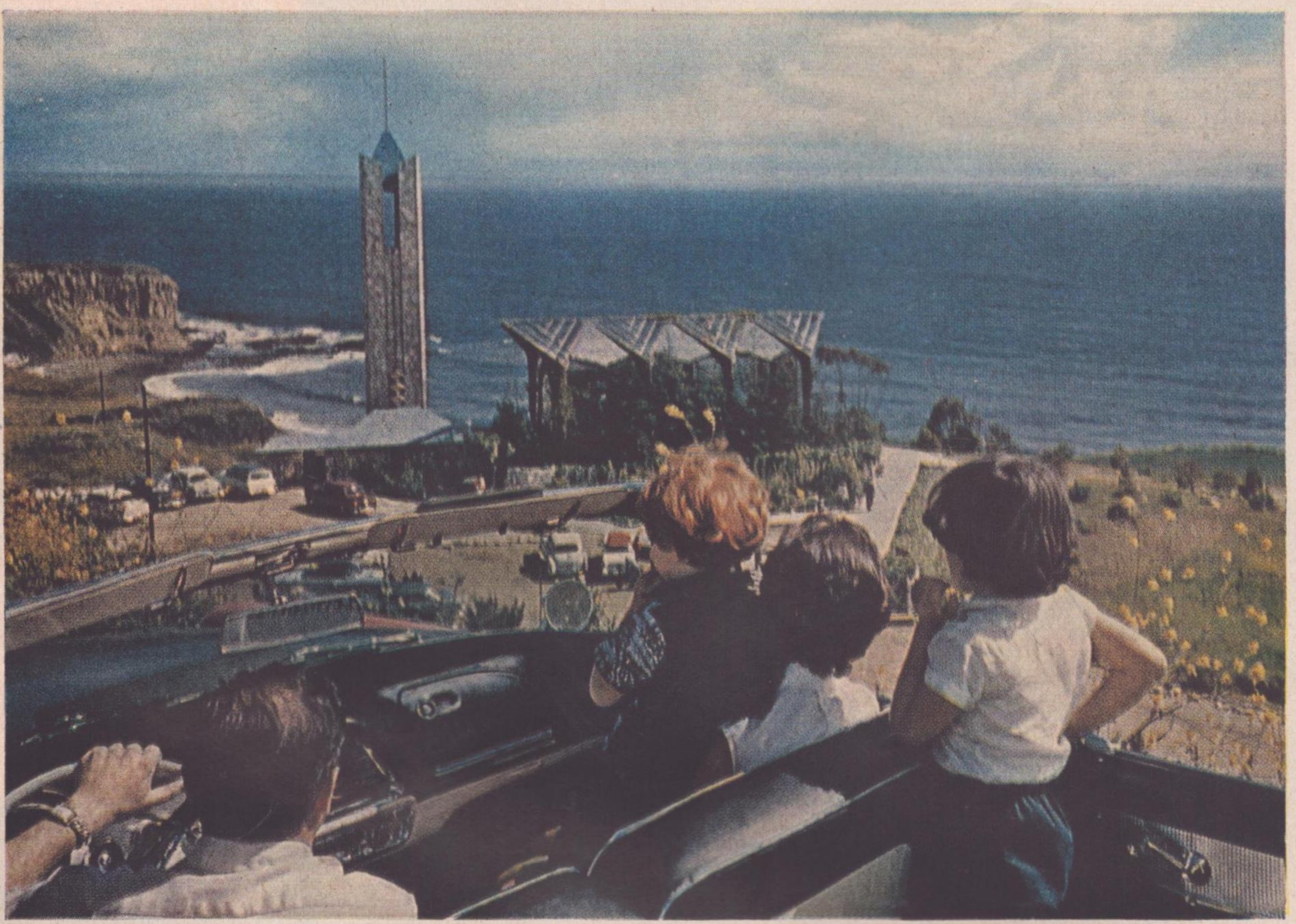
LOOK MAP BY FRED CHANCE



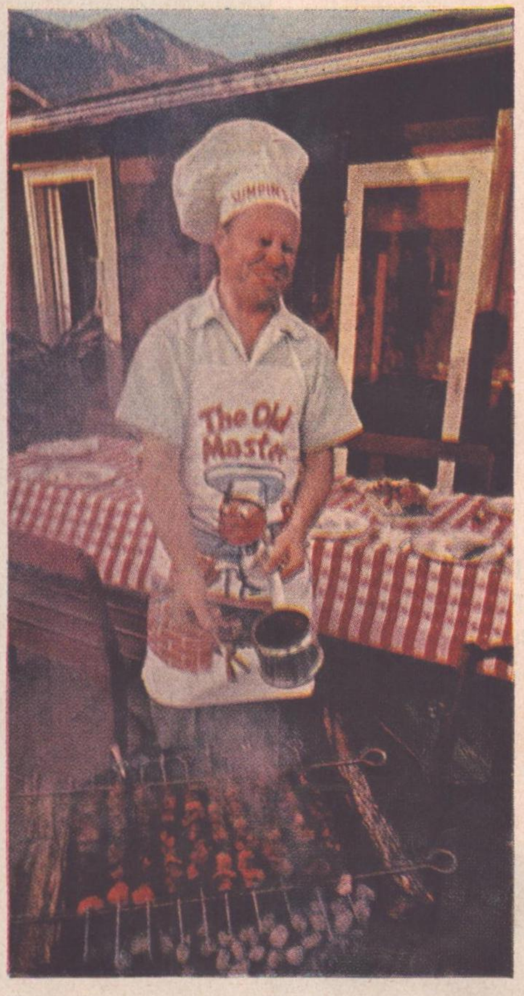
Los Angeles: The art of living bumper-

to-bumper

Traffic like this molds the Angeleno's way of life, explains why he prefers his entertainment at home.



On week ends, when he can leave traffic jams far behind, the Angeleno can enjoy the Pacific in relative solitude.



Favorite pastime: Back-yard barbecue.

In early days, the city was known mainly for this.

In the Old West, a woman was a handy thing to have around the house, but a horse was the indispensable thing. In the code of those days, a man had nobody but himself to blame if his wife was stolen; while if his horse was stolen, there was a hanging before sundown.

In the New West, woman's position has improved immeasurably, but transportation still demands an indispensable something: the car.

Consider Los Angeles, giant of the New West. Its metropolitan area sprawls over 7,500 square miles, stretching in some places a distance of 80 miles. Since the car is the only feasible means of penetrating this area, there are some 2,700,000 of them in Los Angeles County alone, or 50 for every mile of paved road, street and superhighway. Los Angeles traffic, in fact, has become world-renowned, a tourist attraction rivaling climate, seashore, mountains and desert.

This steady bumper-to-bumper stream has patterned the city's way of life. Without ever leaving his car, an Angeleno can make a bank deposit, have a prescription filled, buy whiskey and a bouquet of flowers, have his shoes soled, drop his soiled shirts at the laundry, eat a full-course dinner and view a wide choice of movies. For other services, he must dismount, but his car is accommodated in free parking lots that compare favorably in size with a football field.

The automobile influences the Angeleno's entertainment, recreation and even his drinking.

With a few exceptions, Los Angeles lacks the bright night spots of New York. The reason is simple. After two whacks at that traffic—getting to work and back—the Angeleno is in no mood to tackle it a third and fourth time. So he entertains at home—a few friends in for a back-yard swim and the now ubiquitous barbecue.

His habit of bolting his liquor in the open air and bright sunshine of his patio — a custom which may send shivers down some Manhattanites' backs—is equally sound. He has no 5:45 train to wait for, therefore no excuse to imitate New York's dash for the corner bar and as many drinks as time permits before the track gates clang shut.

And once he and his car outdistance the traffic stream, the Angeleno is truly a favored son of the gods. He golfs all year, swims and gardens most of the year, and, although the flood of immigrants gradually forces him farther in his quest, deer and trout are still within week-end driving distance. It's a benign kind of life like the one led by Tullio Ronzoni, of the Rheem Manufacturing Company, electronics manufacturers, who is shown in the pictures above.

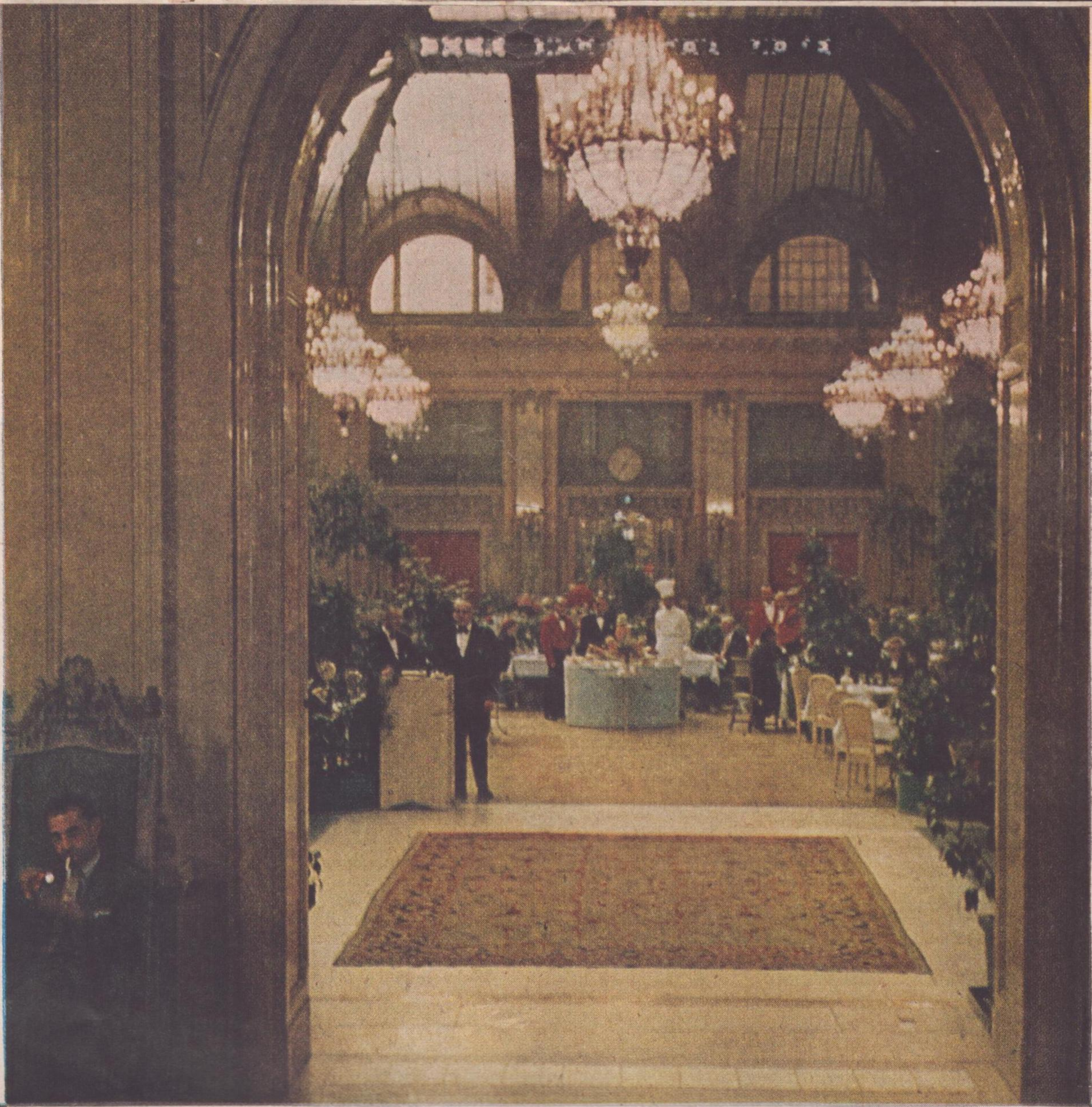
The new immigration puzzles the Angeleno. He hears his city called "Moronia" and "the idiot in the family of cities." Outsiders ridicule his sports shirts and call him a man without conversation or culture. And then they pour in to share his way of life. Of the 400,000 who pour into the West each year, enough to populate a city like Louisville, Ky., 300,000 wind up in L.A.

They've swelled the metropolitan area to nearly 6,000,000, third largest in the U.S., and have turned it into an industrial giant—in machinery, food, clothing and nearly everything else man uses.

But what concerns the Angeleno is this: The immigrants all bring cars. What, he wonders, will his traffic look like by 1975, when his beloved city, it is predicted, will be the world's largest? The prospect seems oppressive to him when he considers the spaciousness and easy living he has long been used to. But he is still having fun today—and that's what counts.

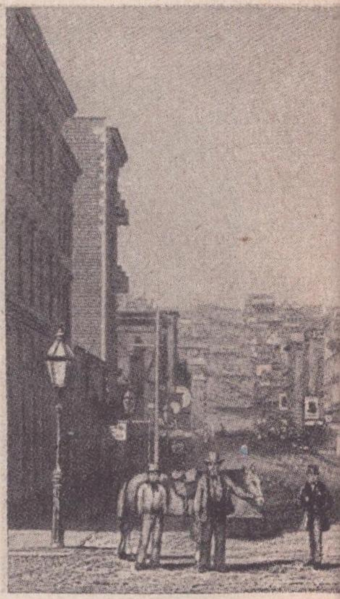
continued

Symbol of success: Back-yard swimming pool.



The Garden Court of the Sheraton-Palace hotel adds traditional sheen to the city's patina of elegance.

San



Montgomery St., 1854.

The cable car has a speed of 9 miles an hour. Its clatter is a sentimental note in the sounds of the city.

Ernie's brings grand Italian-French cuisine to gourmets, sophisticates and people who just like to eat.

Oakland Bay Bridge glows in the night, almost as brightly as the San Francisco skyline itself.

Francisco: Western bridge to the East

"Each to his own city. But do you love them as we do, I wonder, you whose cities are not steep and narrow-streeted, scented with the spices of the Orient and the good tarry smell of ships and fishing, lulled by the deep . . . ocean surges on a long beach and the lapping of bay water against piers?"

Kathleen Norris wrote this in a love letter to San Francisco. Indeed, her home place is a great city. Just as New York City dominates the Atlantic Seaboard, San Francisco reigns over the West Coast, and serves as a bridge to the East.

The fevered miners of the Gold Rush knew the city as a boom town, a world port. Then, Montgomery Street (left) had frontier flavor; today, this street is the West's financial center. Happily, San Francisco's past lingers. The chants of the Spanish missionaries, the varied voices of Robert Louis Stevenson, Bret Harte, Mark Twain and Frank Norris still ring in the sounds of the city's own, special and highly civilized way of living.

San Francisco is blessed by geography. She is a city of hills, crowned with Twin Peaks. The blue Pacific sparkles at her feet. When fog shrouds the city, it never quite dims the splendor of the phoenix that rose out of earthquake and fire a half century ago.

In her Golden Gate and Oakland Bay bridges, the imagination of engineers soars above the dreams of poets.

Her 800,000 people are gracious. They welcome visitors, who listen to the symphony orchestra, tarry in Chinatown, cling uncertainly to the cable cars, buy roses at flower stalls, stroll on Maiden Lane, climb Nob Hill, gape from the "Top of the Mark" and eat crab at Fisherman's Wharf. No visitor is made to feel provincial, even though he may come from New York City.

This is the place to forsake diets. Good food can be found everywhere, but especially at El Prado, Paoli's, Ernie's, Trader Vic's, El Matador, the Blue Fox, Omar Khayyam and the Tonga Room.

Women love San Francisco because the weather (an average annual temperature of 56.5°) lets them dress with charming simplicity. The tailored suit and the little fur can be worn the year 'round. And women love to walk here, too. This makes men happy for it saves cab fares and beautiful women fill the streets.

The Western bridge to the East casts a unique spell. In comparison, New York is electric, but taut and haughty; Chicago works too hard and sweats too much; New Orleans is languid, but it is cloying in the summer. San Francisco melds the best of the nation in a superb climate. She has easy elegance in everyday living, and offers all of this with charm and never with pretension—even to those who unforgivably call her "Frisco."

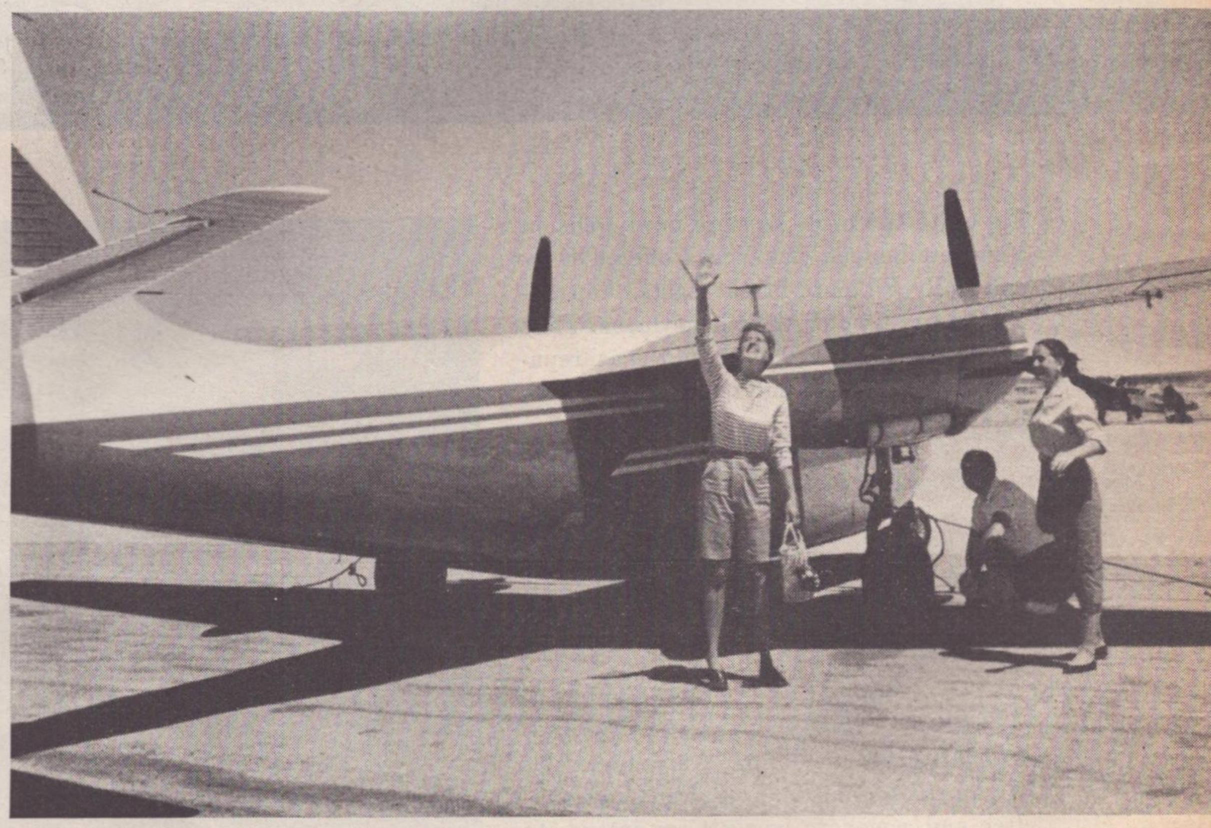
Above all, above the cities and the landscapes, the West is people. For their stories, turn the page

A PALM SPRINGS BUILDER

How to be happy though rich

Paul Trousdale builds houses by the thousands. He started in Los Angeles during World War II, borrowed $10,000 to finance his own contracting company, borrowed eighty *million* more by 1946 (when he was 35) and put up 13,000 large and small homes. One thing led to another until he became a millionaire and went to live by the side of a swimming pool (see facing page) in the exclusive Smoke Tree Ranch section of Palm Springs, Calif. In the past few months, Trousdale and his wife, Jean, have traveled widely—to Texas oilman Clint Murchison's place, Spanish Key, off Florida, to Mexico, Europe and Hawaii. On the latter three jaunts, they took a butler, maid and chauffeur. Trousdale usually travels for a reason. He is, for example, building a vast development of houses and stores at Waikiki Beach. At the same time, being a true Westerner, he has a good time. "I spent years trying to build more houses than anyone," he says, "and now I'm trying to be happier than anyone."

Trousdales enjoy Palm Springs and its posh Tennis Club (in the background), but spend much of their time traveling for business and pleasure.



Airport at Palm Springs houses many trim private planes. Flying to Las Vegas for dinner is routine for the Trousdales.

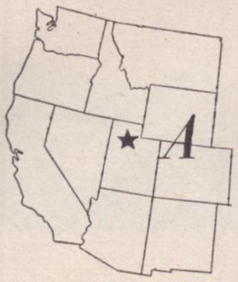
Bowling-on-the-green is a mildly athletic recreation for Trousdale's wife and his 19-year-old daughter, Mary Anne.

continued

UCKY
TRIKE
CLUB
BINGO
BINGO

Favorite town for Western newlyweds on a modest budget, Las Vegas offered Gary and Polly Fillmore bright lights, "top talent," a gay time on their honeymoon. They enjoyed themselves, but found Vegas' reputation for low-cost entertainment a myth.

Planning for the future, Gary and Polly are quietly optimistic. Polly wants two children and a modern house. Gary intends to study chemical engineering at the University of Utah. But he is thinking of leaving his home state—he feels it is growing too slowly.



A UTAH STEELWORKER

Steeltown was never like this

Steelworker Fillmore, if he moves, will only move "more West."

The United States Steel plant at Geneva, Utah, 28 miles south of Salt Lake City, booms along 24 hours a day (capacity: 1,937,000 tons of steel ingots a year). But comes the fishing season; the great plant adjusts work schedules so that a man can get out to his favorite stream before it's too late. Gary Fillmore, 24, a concrete-breaker machine operator in the open-hearth department, is an average steelworker with a tough, hard job. He makes the same wage as his brother workers in Youngstown or Pittsburgh, but there the comparison ends. In mere minutes from the plant, Gary can be in a duck blind, at the edge of a trout stream or up in the mountains skiing. He's too young to have worked the Eastern steel towns, but one of his older friends summed up *his* feelings like this: "Out here, you can breathe. In the summer, you can sleep. I'll never go back East."

continued

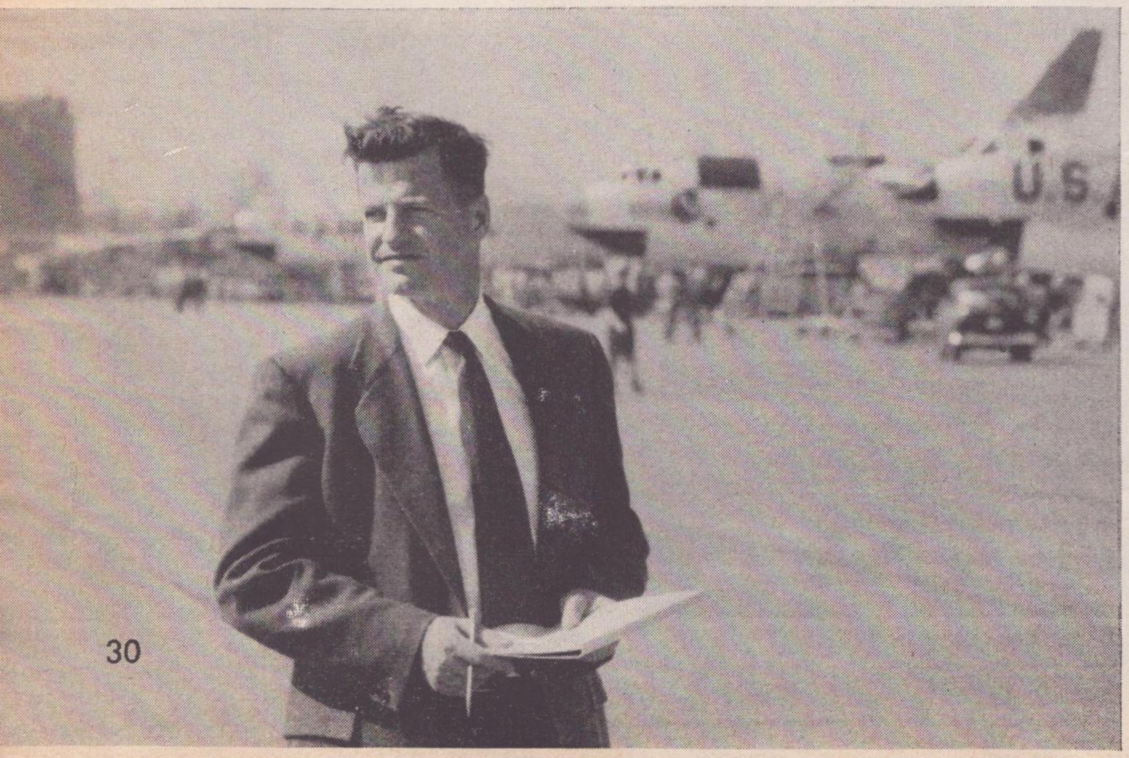
Duck hunters Gary and Polly enjoy their outdoor sports together, like most young Western couples. "Only deer hunting is stag," says Gary.

The Grays, with son Conner, 11, head for salt-air week end. Sailing is no snob sport here, but a working man's pleasure.

A SEATTLE ACCOUNTANT

Week end on the water

FIFTY THOUSAND PEOPLE in and near Seattle own boats. Geography is the reason why, for the city is girdled by 193 miles of fresh and salt water front. A true sailing buff like Conner Gray, Jr., 39, can leave his desk at the Boeing aircraft plant at 4:30 p.m. and 30 minutes later be sailing the calm, fresh waters of Lake Washington. The evenings he does that, his wife Betty and their two sons await him at the Yacht Club with hot coffee and sandwiches. The four Grays often sail their sassy-red racing sloop, the *Ballerina,* in twilight races on the lake. Week ends, they point the 32-foot boat toward Puget Sound. Group sailing is in high style. Eight or ten sailboats join forces and then mosey north along the wild Pacific coast, in a beautifully fluttering line of sails. Betty is so nonchalant a sailing *hausfrau* that when her children were small, she just stashed them below during races, hung diapers from the mast to dry.



To build mighty jet-powered B-52's, Boeing has a payroll of 41,000. Gray works in the plant as cost estimator.

continued

How "eating with the eye" seems to make food taste better

. . . the story behind Campbell Color

If vegetables that look this good make you a little hungry, you've begun to get an idea of what we're talking about.

The fact is that food which appeals to the eye is more likely to taste good to the tongue. That's why food which *looks* appetizing starts the digestive juices flowing.

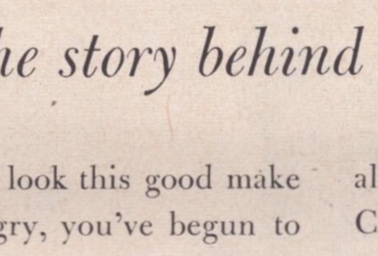
This is the reason we take so much trouble with the appearance of the good things that go into foods from Campbell's Kitchens. Our plant scientists actually spend years in cross-breeding varieties of a vegetable to develop an attractive color. And our quality control people must make sure all the vegetables we use come up to Campbell's color standards.

So the color you see when you open a can of Campbell's Vegetable Soup doesn't happen just by accident. The vegetables are *grown* that way. And Campbell's cooking guards the color in order to spark your appetite.

We hope that you remember this story the next time you see the bright-colored vegetables in a bowl of Campbell's Soup. It's a good example of the pains we take to live up to this Campbell maxim:

"To make the best, begin with the best —then cook with extra care."

"We blend the best with careful pains
In skillful combination,
And every single can contains
Our business reputation."

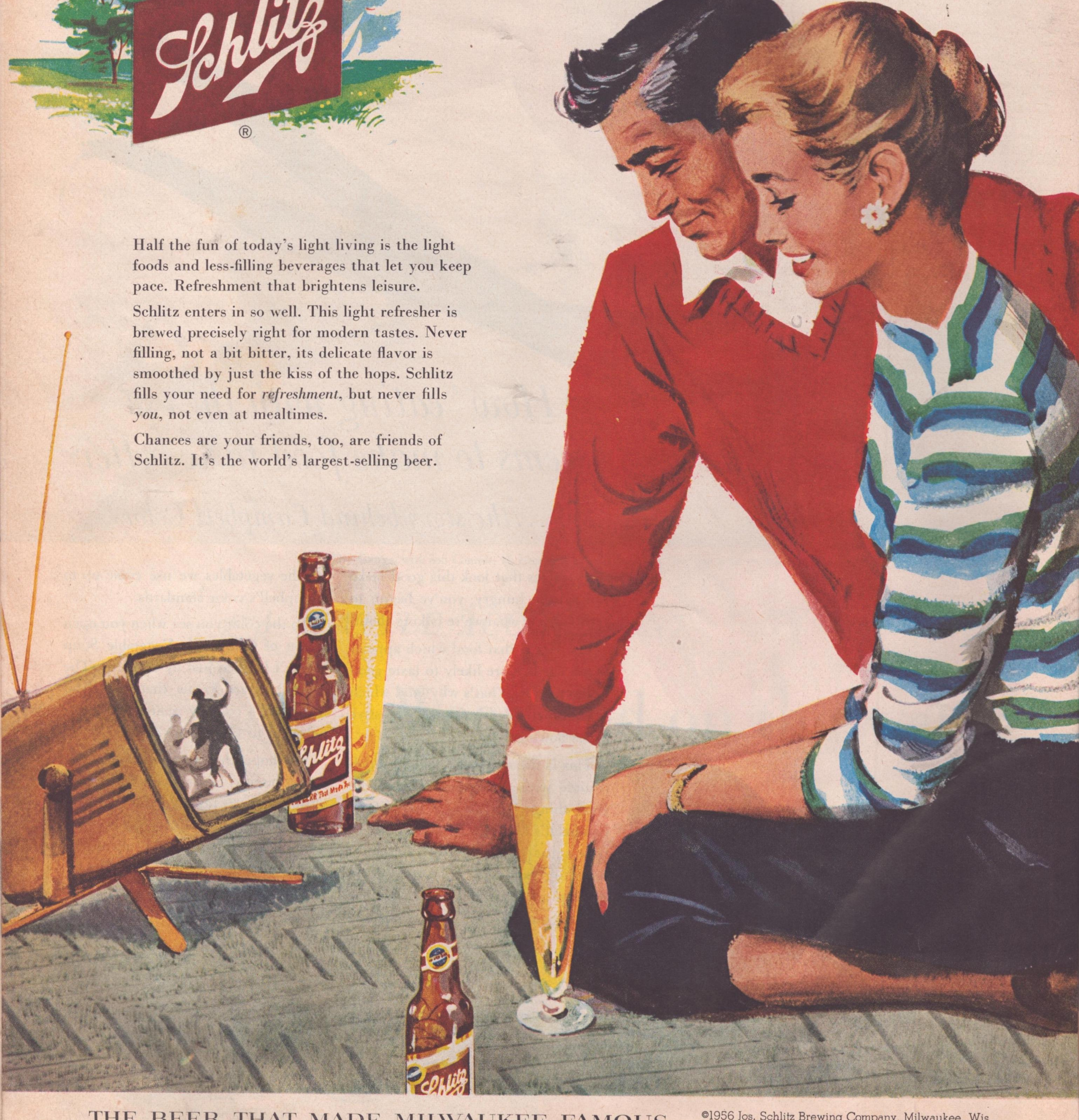


Campbell's

Soups • Tomato Juice • Pork & Beans
V-8 *Cocktail Vegetable Juices*
Franco-American *Products*
Swanson *Products*

Leisure's Light Refresher!

Schlitz®



Half the fun of today's light living is the light foods and less-filling beverages that let you keep pace. Refreshment that brightens leisure.

Schlitz enters in so well. This light refresher is brewed precisely right for modern tastes. Never filling, not a bit bitter, its delicate flavor is smoothed by just the kiss of the hops. Schlitz fills your need for *refreshment*, but never fills *you*, not even at mealtimes.

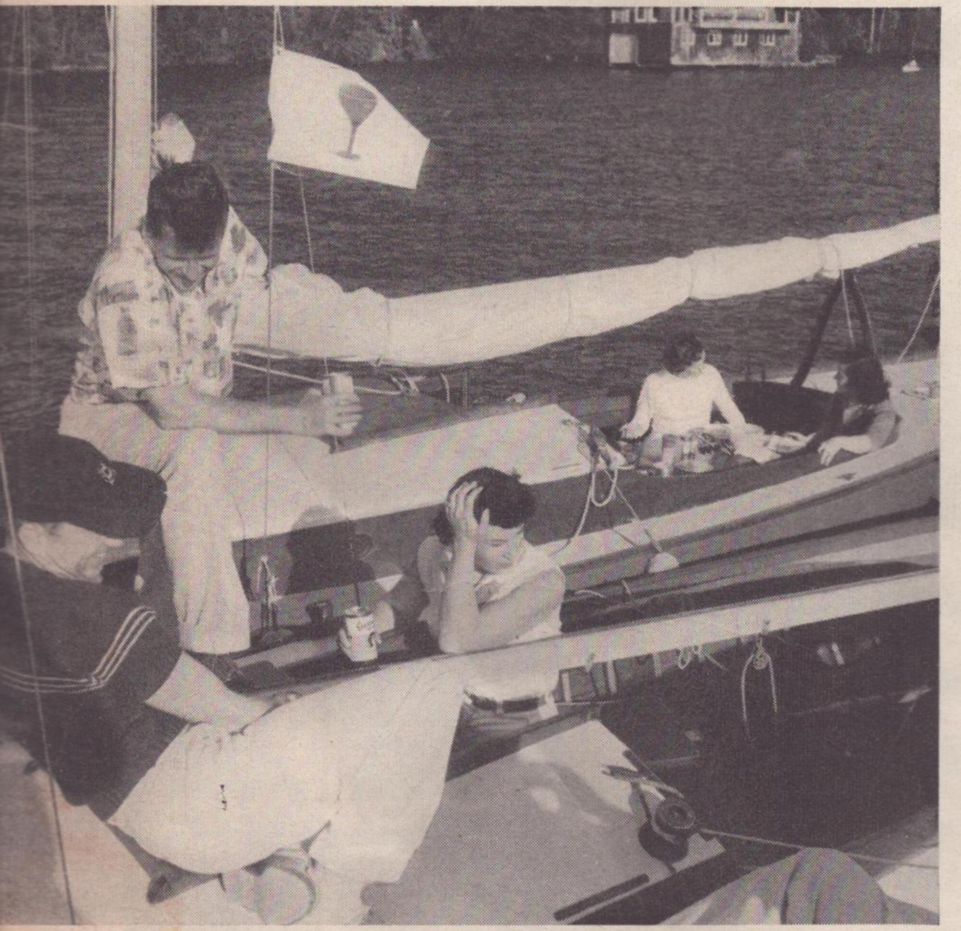
Chances are your friends, too, are friends of Schlitz. It's the world's largest-selling beer.

THE BEER THAT MADE MILWAUKEE FAMOUS

©1956 Jos. Schlitz Brewing Company, Milwaukee, Wis.,
Brooklyn, N. Y., Los Angeles, Cal.

The city pushes to the edge of the wild country

On tranquil, forested Mercer Island, just 15 minutes from Seattle, Betty helps with the fixings for a salmon barbecue.

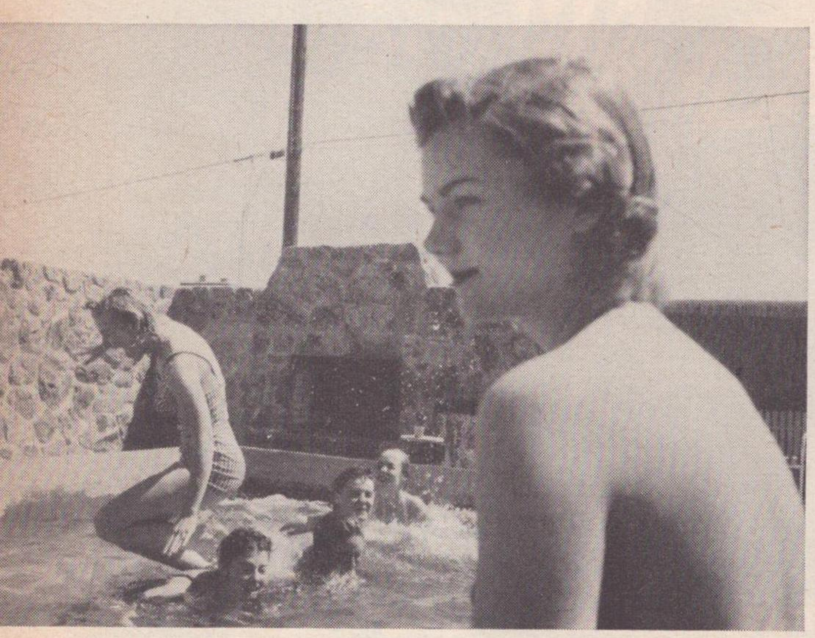


Cocktail-party flag flies, and sailors cluster for refreshment. Grays do most of their summer entertaining on sloop.

Trout fishing in Nooksack River, forded by Gray and Darrell, 8, competes with sailing as favorite sport.

continued

★A COLORADO COED

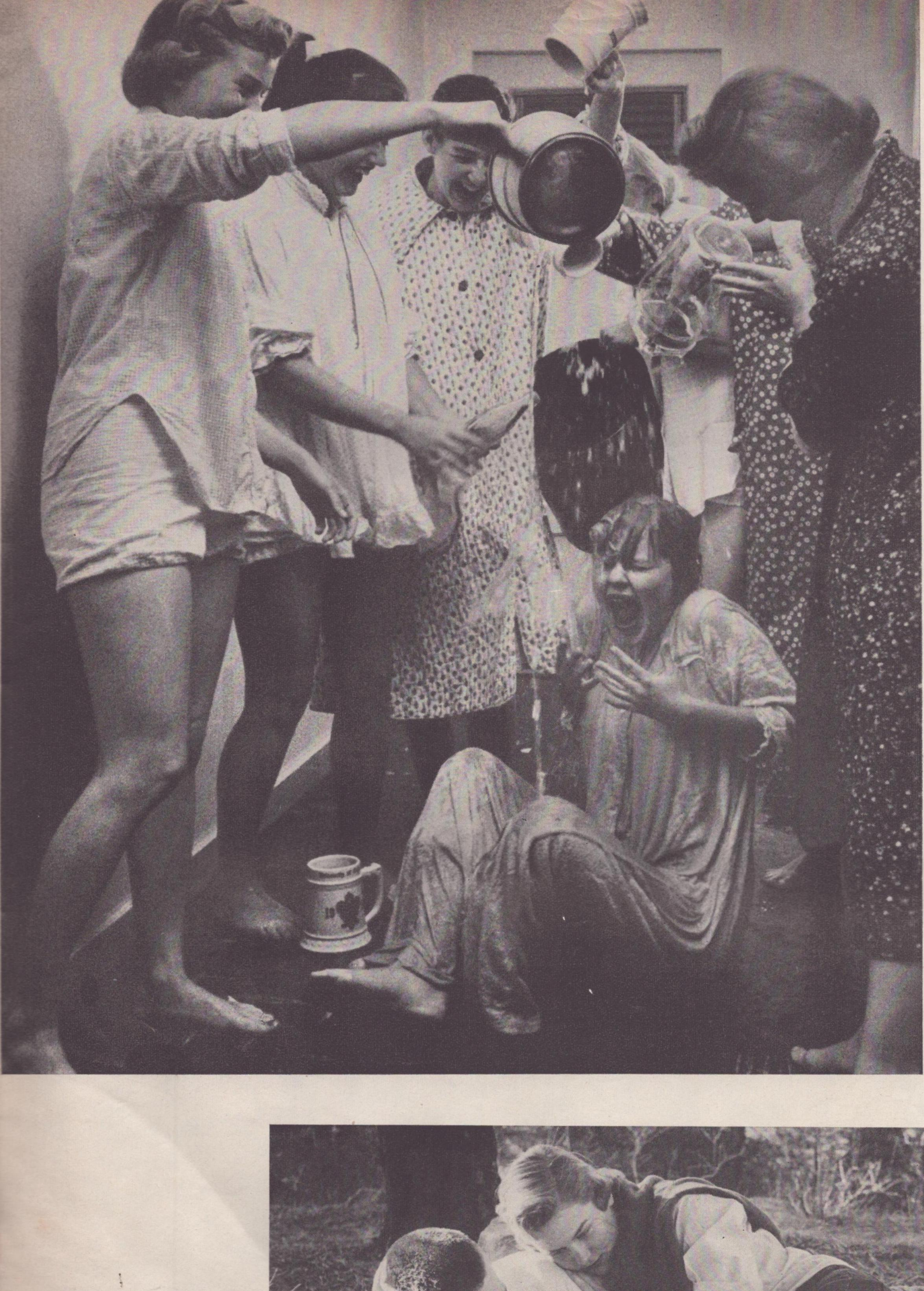


Illinoisan JoAnne McFadden likes Colorado sun.

The East goes West

JoAnne McFadden, now a sophomore at the University of Colorado in Boulder, was born in Evanston, Ill., which to most dyed-in-the-wool Westerners is "back East." Last year, when the time came for JoAnne to choose a college, she found herself equidistant from a Western or an Atlantic-seaboard education. JoAnne chose Colorado: She was certain that learning would be about the same in either direction, but the West would give her a chance to spend her leisure time outdoors. Life at old "C.U." is all that she hoped for. About the only time during the spring and fall that JoAnne goes indoors is to go to sleep. Many classes are held outside and studying in your room is only for the "faint-hearted." JoAnne finds Colorado anything but a "play school," however, and takes her work seriously. She plans to be a physical therapist, will take a five-year course of study. Much of her social life revolves around a pre-med student from Denver, Tom Mains. She was determined not to be "tied down" in her first year at school, but when Tom asked her to go steady, "well, it suddenly just seemed the thing to do."

With other students, JoAnne helps put away a side of barbecued beef at a picnic in nearby Left Hand Canyon. She can enjoy outdoor life most of the year.



She joins in water rites in her freshman dorm in observance of friend Verda Seymour's birthday. Verda gets an especially hearty celebration because the girls know she has naturally curly hair.

JoAnne and her beau, Tom Mains, a pre-med student, study together alfresco. It's a favorite form of date activity at C.U. Students say it helps get more studying done.

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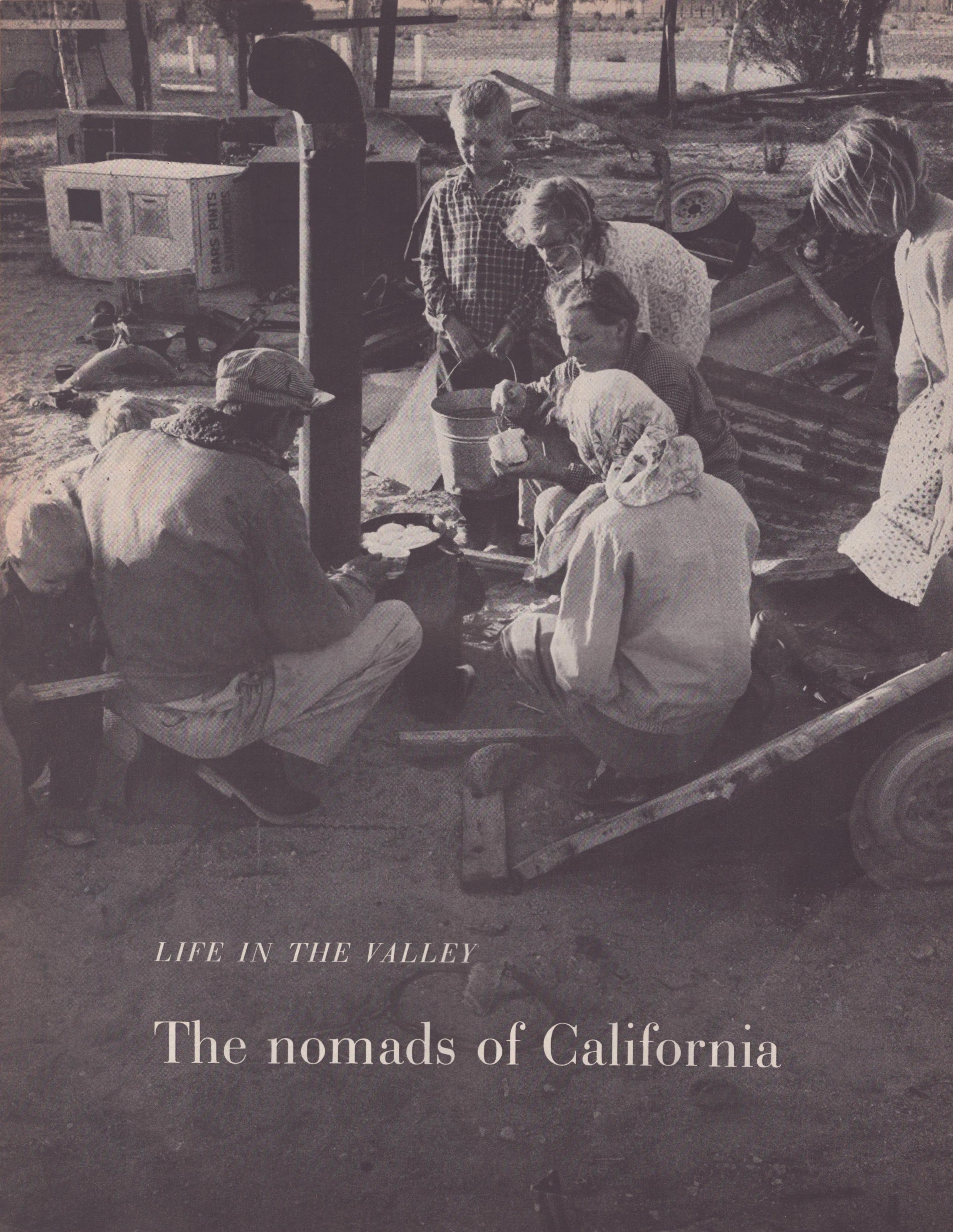
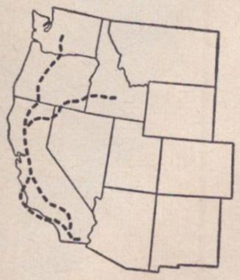

BARS PINTS
SANDWICHES

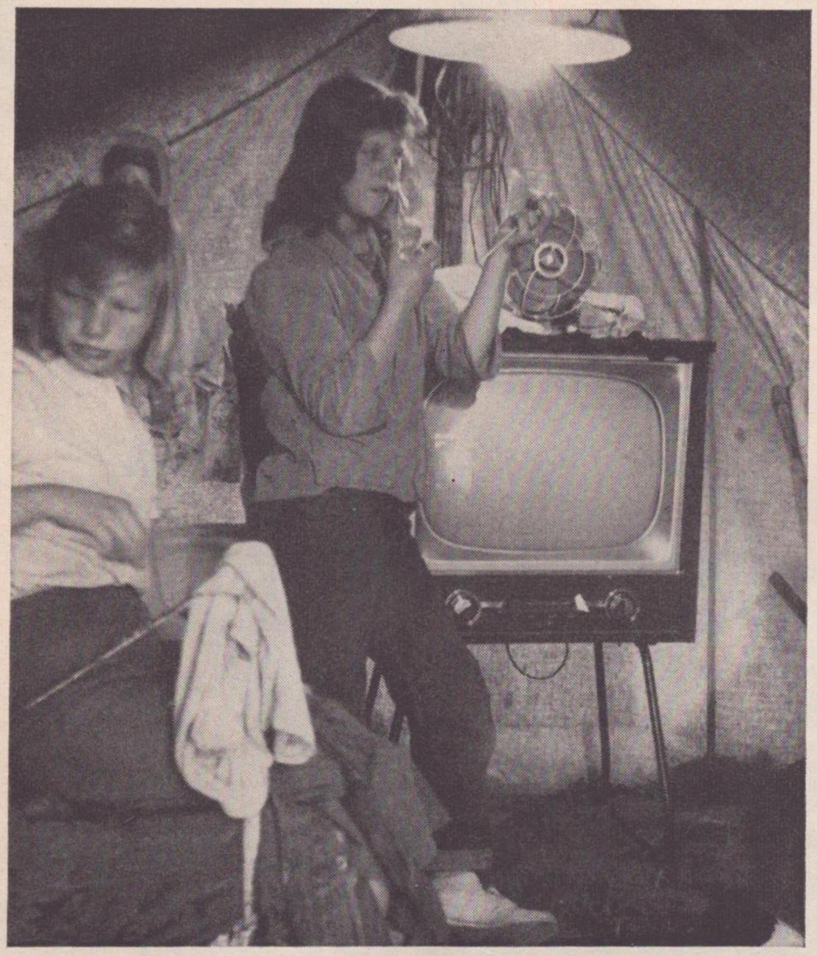
LIFE IN THE VALLEY

The nomads of California

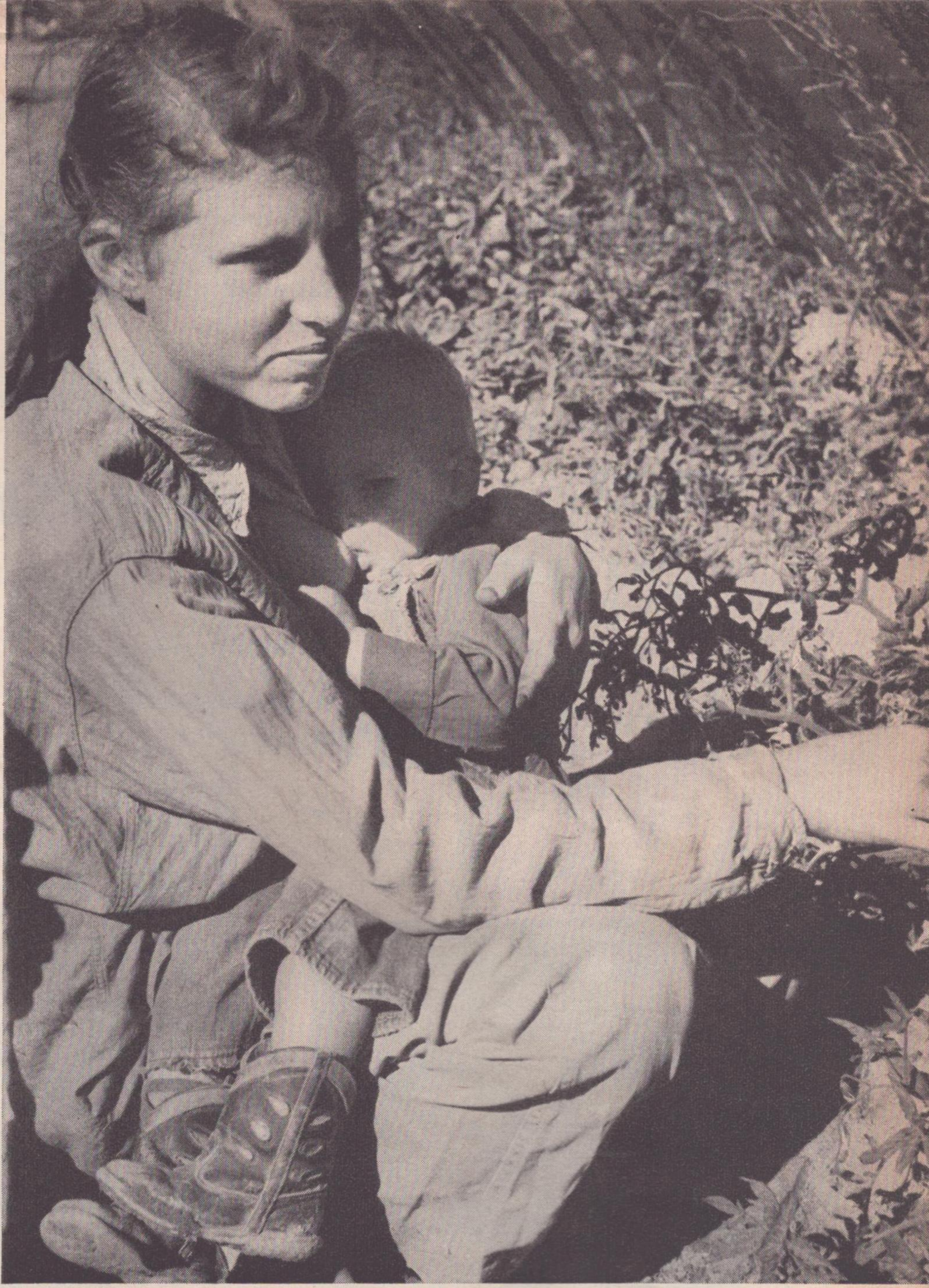
Home is where the crops are



Each spring, an army rolls up California's valleys in battered trucks and jalopies, fans out into Oregon, Washington and Idaho. Its troops are migrant crop harvesters—some 500,000 of them and their kids. Home is a tent or shack, near ripening orchards and fields, until winter drives them south again.



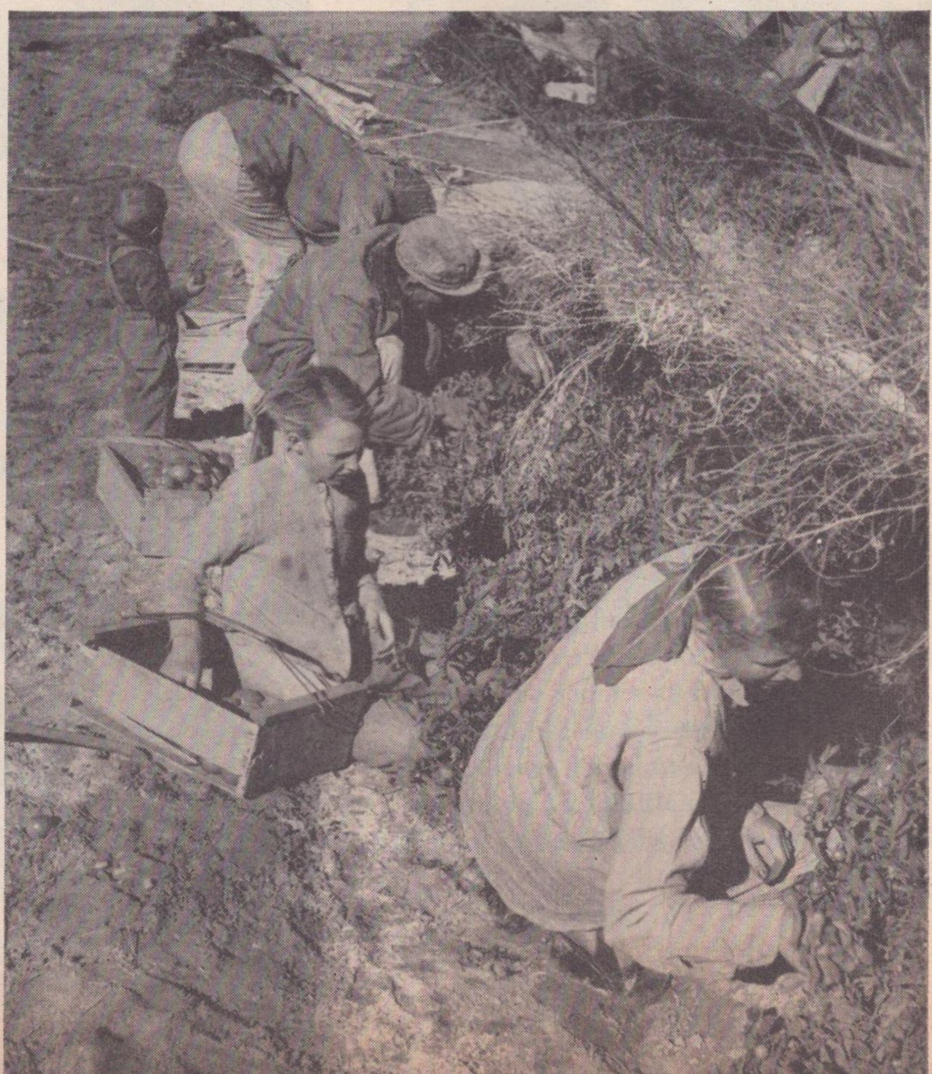
The industrious have television in their tents and an annual income of $3,000—provided the kids are old enough to work too.



A young mother must take time out between rows of tomatoes to nurse child. The boy is months past the age at which U. S. children usually are weaned.

The fortunate find jobs picking peas near a clean ocean beach and have a chance to enjoy the surf. They have no bathing suits.

Mother goes back to work. It's tomatoes in February, then peas, carrots, lettuce, potatoes, fruit and cotton—to earn enough for the family's groceries.



Migrants breakfast on pan bread and coffee. Adults then work 10 hours, children go to yet another school.

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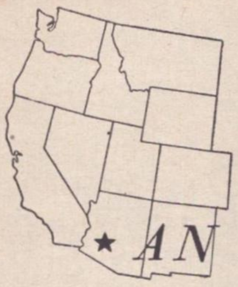


AN ARIZONA COWGIRL

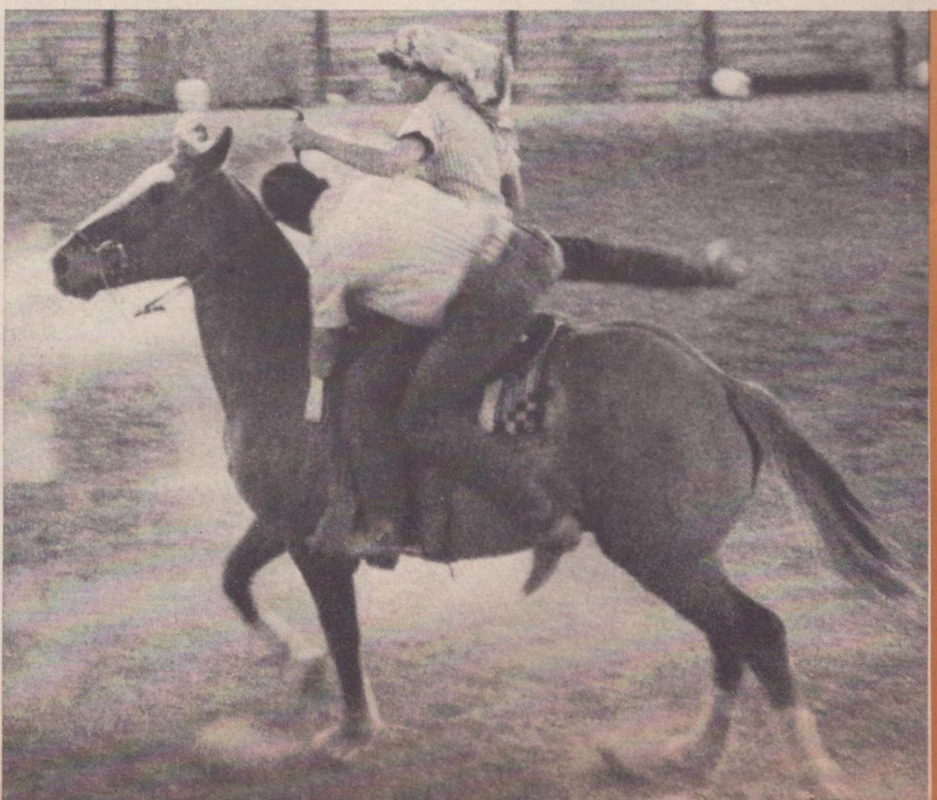
Spirit of the future

Human-relations class is a feature of Cathy's high school, Phoenix Union. The school has 5,160 students, is one of the largest in the country.

Cathy Clements, 17, is sold on the West. She has one big interest, horses, and by association, cowboys. She thinks her home town of Phoenix, Ariz., may be "too citified," but at least there are enough rodeos every year to preserve for her the West as she knows and loves it. Cathy will go to college this fall at nearby Tempe to be near Doughboy, her horse, and her friends, a group of trick riders in the Western Saddle Club. She and her friends neither smoke nor drink and Cathy also heartily dislikes rock 'n' roll. All of them are ambitious and adventurous—they have the restless qualities that have made the West great and that guarantee its future.

Handsome, rangy (she's 5′9″) Cathy Clements never misses a Phoenix rodeo.

Every evening after school, Cathy and friends practice risky riding tricks.



The lives, habits and hopes of millions of Westerners like those described on the preceding pages have created a new and original way of life. This new life is at its colorful best in the West's own styles. A 10-page report on them starts on page 43.

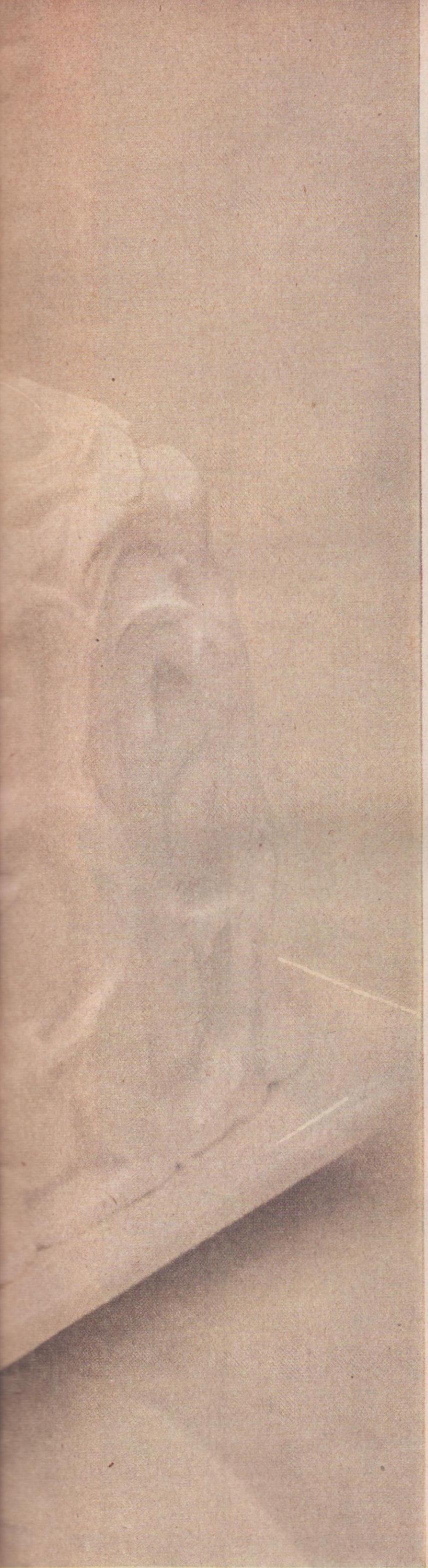
Swanson
Now! Better Than Ever
CHICKEN
Swanson
Now! Better Than Ever
BEEF
Swanson
Now! Better Than Ever
TURKEY

Your favorite Swanson Frozen Pies are better than ever!
There's more meat than in any so-called "bargain" pies—
and it's select meat. **Extra flaky crust** goes all around—
it isn't just a skimpy top. **You'll taste rare old-time goodness**—
in the tender chicken, the luscious gravy, the exciting new seasoning.
No thawing—just brown and serve.

C. A. Swanson & Sons,
a Subsidiary of Campbell Soup Company

The best is even better now— this new-recipe **Swanson** Pie!

This is Cocoa Chiffon . . . a luxury cake created by Betty Crocker for the day you want something very, very special! You make it with soft . . . soft . . . Softasilk Cake Flour. You frost it with Betty Crocker Angel Fluff Frosting Mix. You feel pleased as Punch!



Here's exactly how to make the soft... soft...Softasilk Cocoa Chiffon Cake:

Just start out with
Betty Crocker
Softasilk Cake Flour . . .

Betty Crocker
SOFTASILK
CAKE FLOUR
BLEACHED

And be sure you have
Betty Crocker
Angel Fluff Frosting Mix . . .

Betty Crocker
Angel Fluff
QUICK 7-MINUTE TYPE
Frosting Mix

You follow this recipe:

COCOA CHIFFON CAKE

¾ cup boiling water
½ cup cocoa
1¾ cups *sifted* SOFTASILK
1¾ cups sugar
3 tsp. baking powder
1 tsp. salt
½ cup cooking (salad) oil, such as Wesson
7 unbeaten egg yolks (medium)
1 tsp. vanilla
¼ tsp. red food coloring
1 cup egg whites (7 or 8)
½ tsp. cream of tartar

Heat oven to 325°. Mix boiling water and cocoa. Stir until smooth. Cool. Sift flour, sugar, baking powder, salt into bowl. Make a well; add oil, egg yolks, cooled cocoa mixture, vanilla and coloring. Beat with spoon until smooth.

Beat egg whites and cream of tartar in large mixing bowl until whites form very stiff peaks, or 3 to 5 min. with electric mixer on high speed. DO NOT UNDERBEAT. Pour egg-yolk mixture slowly over beaten egg whites—folding just until blended. DO NOT STIR. Pour into ungreased 9″ square tube pan or 10″ round tube pan.

Bake *55 min. at 325°*, then *increase to 350°*, bake *15 min. longer*, or until top springs back when lightly touched. Turn upside down over neck of funnel or bottle. Hang until cold. Loosen from sides with spatula. Frost with fluffy white Angel Fluff Frosting Mix.

Betty Crocker of General Mills

. . . .

MORE GOOD NEWS: *Every specially marked package of Softasilk Cake Flour you buy today contains a coupon worth 6¢ toward the purchase of a package of Betty Crocker Angel Fluff Frosting Mix!*

GET 15¢ OFF
C7 LETTUCE

FRESH
C7
ICEBERG LETTUCE
C7

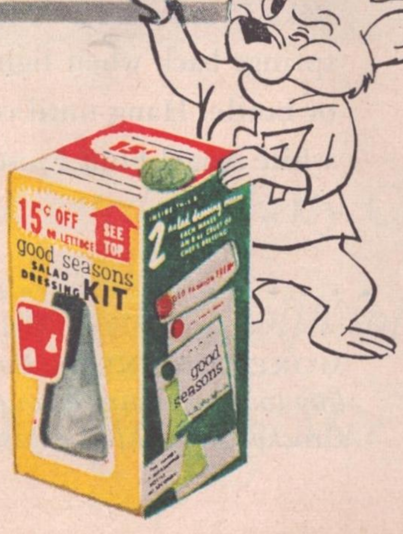
You can *see* the difference through the crisp, clean cellophane wrap!

C7 iceberg lettuce is always garden fresh—rushed to you from the finest growing areas of California and Arizona. Each crisp head is trimmed closer! Washed cleaner! Carefully sealed in cellophane.

New way to make your own chef's salad dressing *fresh*—in seconds!

EACH KIT CONTAINS:

- Smart cruet marked for measuring vinegar, water, oil.
- 2 different Good Seasons Mixes—(herbs and spices blended by a famous chef).
- Salad recipe booklet.


15¢ OFF ON LETTUCE
SEE TOP
good seasons SALAD DRESSING KIT
2
good seasons

Here's how to get 15¢ off C7 lettuce...

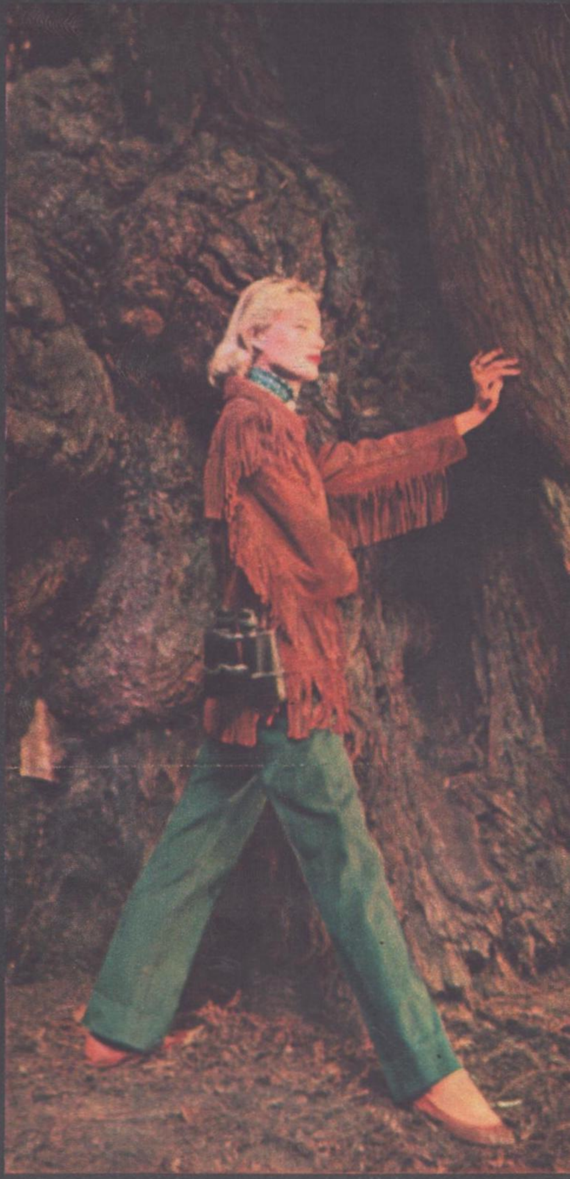
Next time you shop, pick up a head of C7 lettuce and a special Good Seasons Salad Dressing Kit (as illustrated). Take both to the check-out counter. Your checker will tear off the top of the Good Seasons Kit—and credit you with 15¢!

Offer good only in Continental U.S.A., its possessions and territories.

Adobe-type home radiates colors of the Southwest.

THE WESTERN WAY OF LIVING HAS

A STYLE OF ITS OWN



New version of Western classic.

Wine becomes a cooking staple.

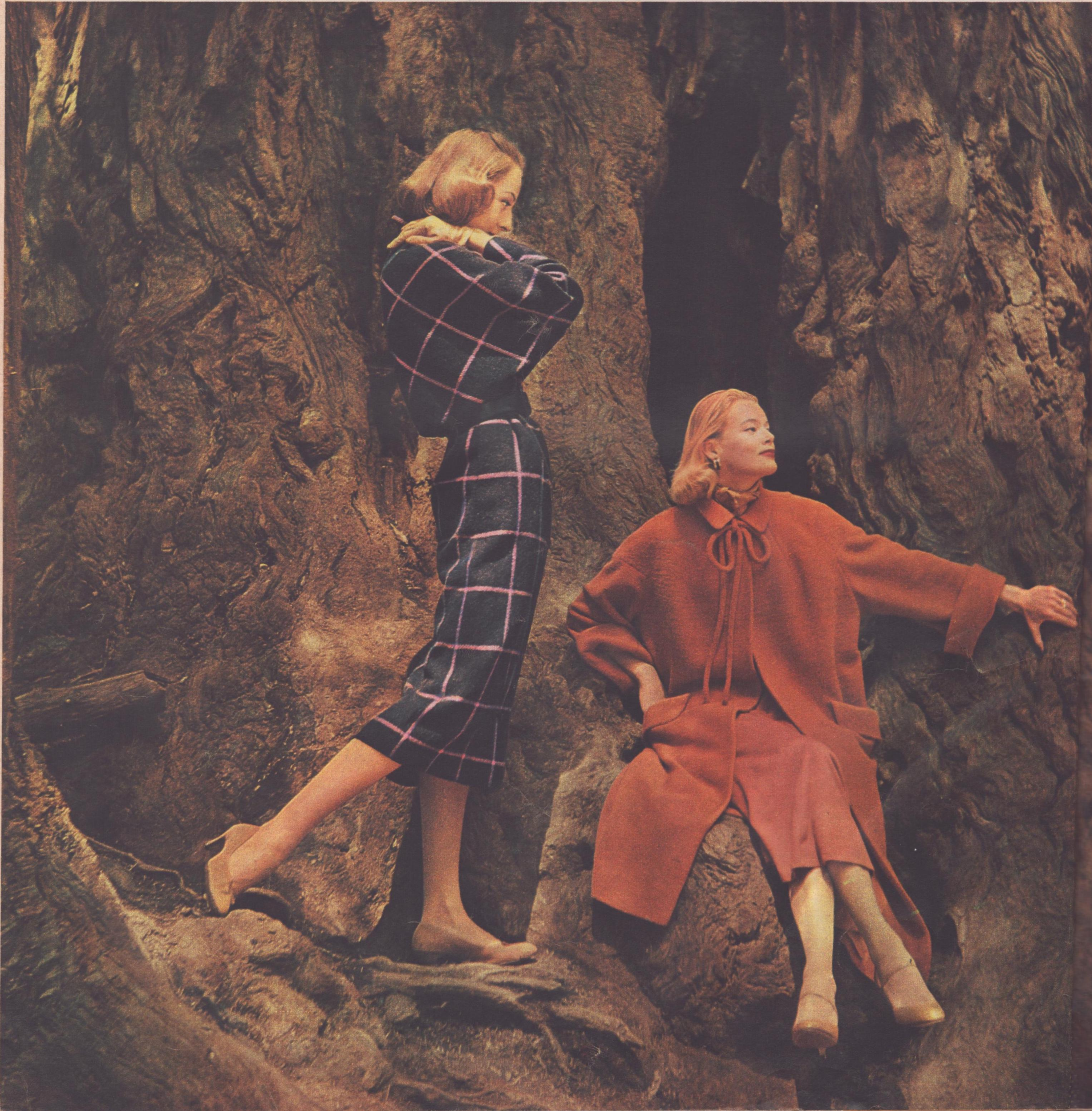
The Western way of life is setting a new pace for American style. The West dared to break away from tradition, and now the rest of the country has rushed to embrace many of the refreshing aspects of Western design in the home, in fashion and in food (see the next nine pages). Three top designers who have influenced our homes—Charles Eames, Alexander Girard and Theodore Bernardi—are Westerners who work out of Los Angeles, Santa Fe and San Francisco. Their trend-setting ideas in such areas as furniture, dinnerware and housing make dramatic use of the space, color and texture of their surroundings. . . . In fashion, what was once a small California sportswear center has become the second largest apparel market in the country. . . . The wine industry (one of California's largest agriculturally) is booming—an index perhaps of more leisure for eating as well as for play. . . . Gun-totin' American children, of course, have been going Western since the first flickers exposed them to cowboy movies. Now, with dude ranching on the increase for family vacations, Western garb has become a type of sports and week-end wear for Americans of all ages, everywhere.

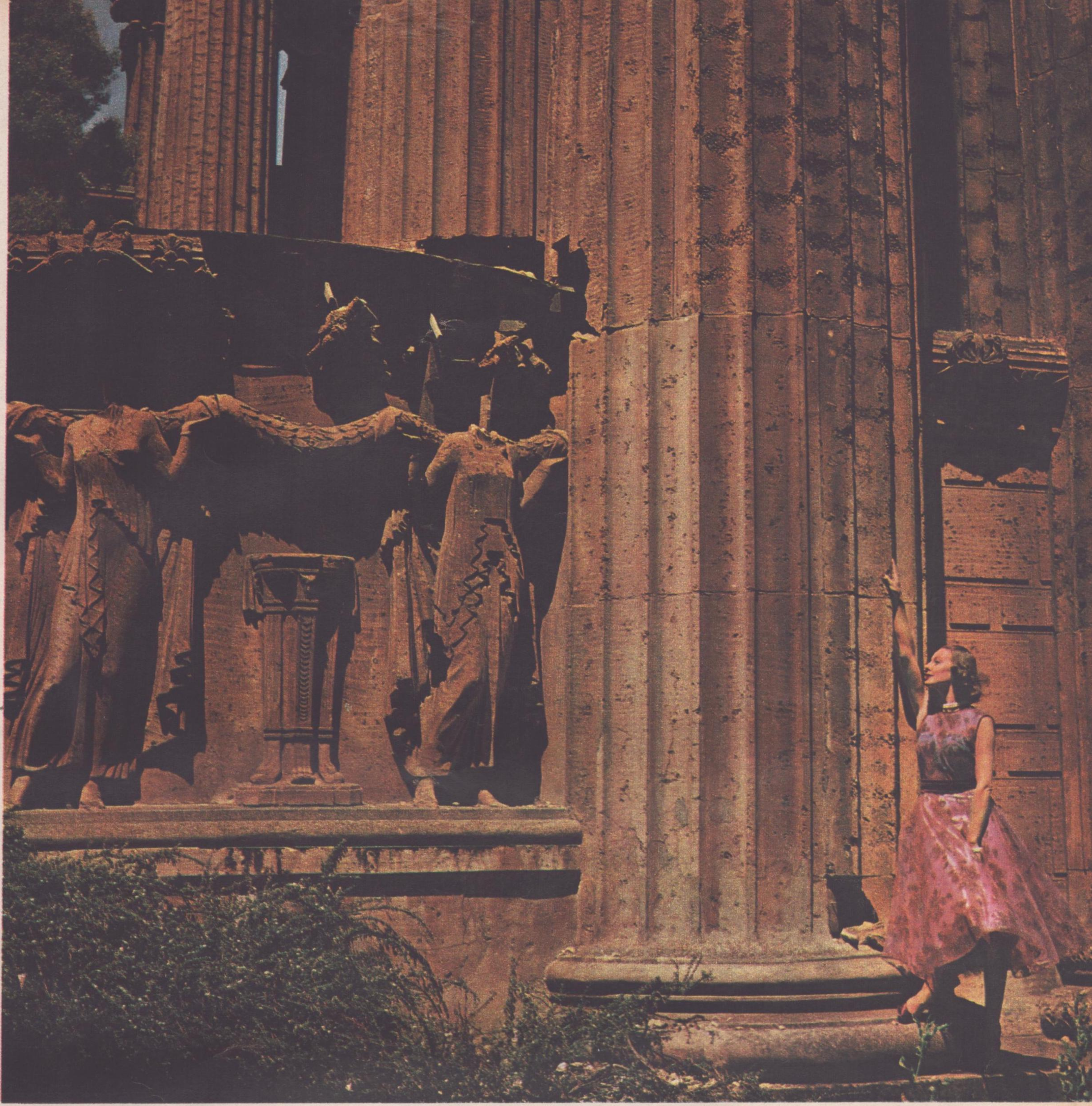
PATRICIA COFFIN Editor, Special Departments

Western attire for men sets new styles of gaudiness.

Western fashions go back to nature

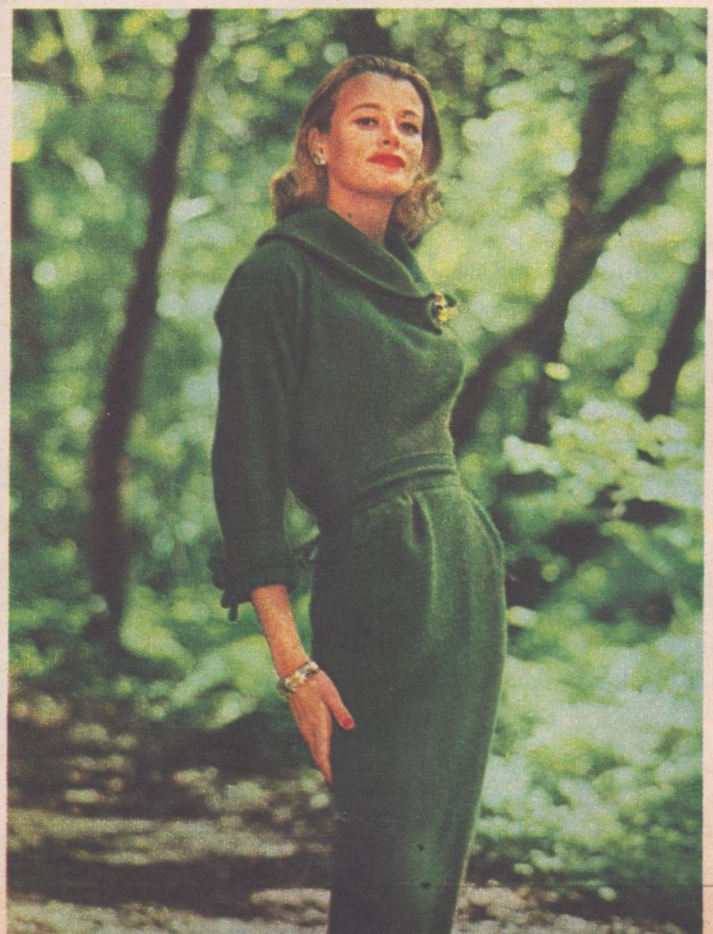
The russets and greens of redwood forests and the sunny beiges of the desert have captured the imagination of California designers. Their fall clothes repeat the indigenous colors of the West, reflect a breezy individuality. Whether plain, plaid or patterned, fabrics are used spontaneously; silhouettes are softened, and detailing is gay but not gimmicky. Here is fashion pioneering that has spurred the cross-country sales of the California market this year to almost $550,000,000.





Diaphanous evening dress of hand-screened nylon tulle over pink satin (Emma Domb) echoes the coloring of the Palace of Fine Arts in San Francisco. The dress has a drifting skirt and, against the terra-cotta Corinthian columns, takes on an aura of romance.

New fashions photographed in Muir Woods, near San Francisco, repeat russet and brown tones of giant redwoods. Girl at left wears a belted coat dress with a bloused back and deep dolman sleeves in Forstmann's silk and wool plaid (Adele-California). Seated model shows off a tied wool coat and matching wool-jersey dress (Spectator, Ltd.). (On introductory page, model is wearing a woodsman's fringed leather jacket with corduroy Levis.)



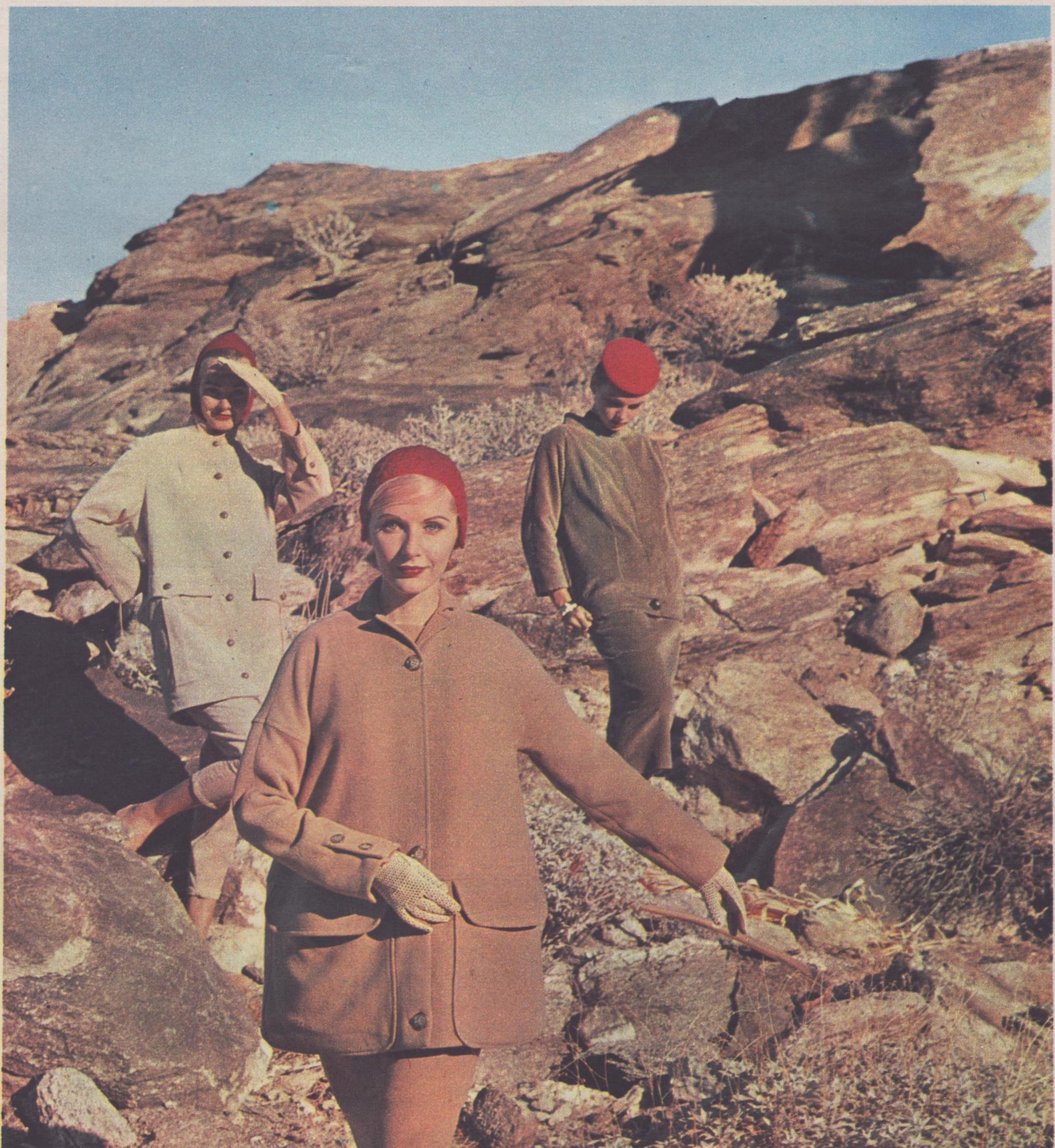
Against the green foliage of Muir Woods, this fern-green softened sheath of imported French angora wool (Lilli Ann) makes model look like a female version of Robin Hood in Sherwood Forest. The neckline is casually draped, caught asymmetrically and decoratively with a large jeweled pin.

continued

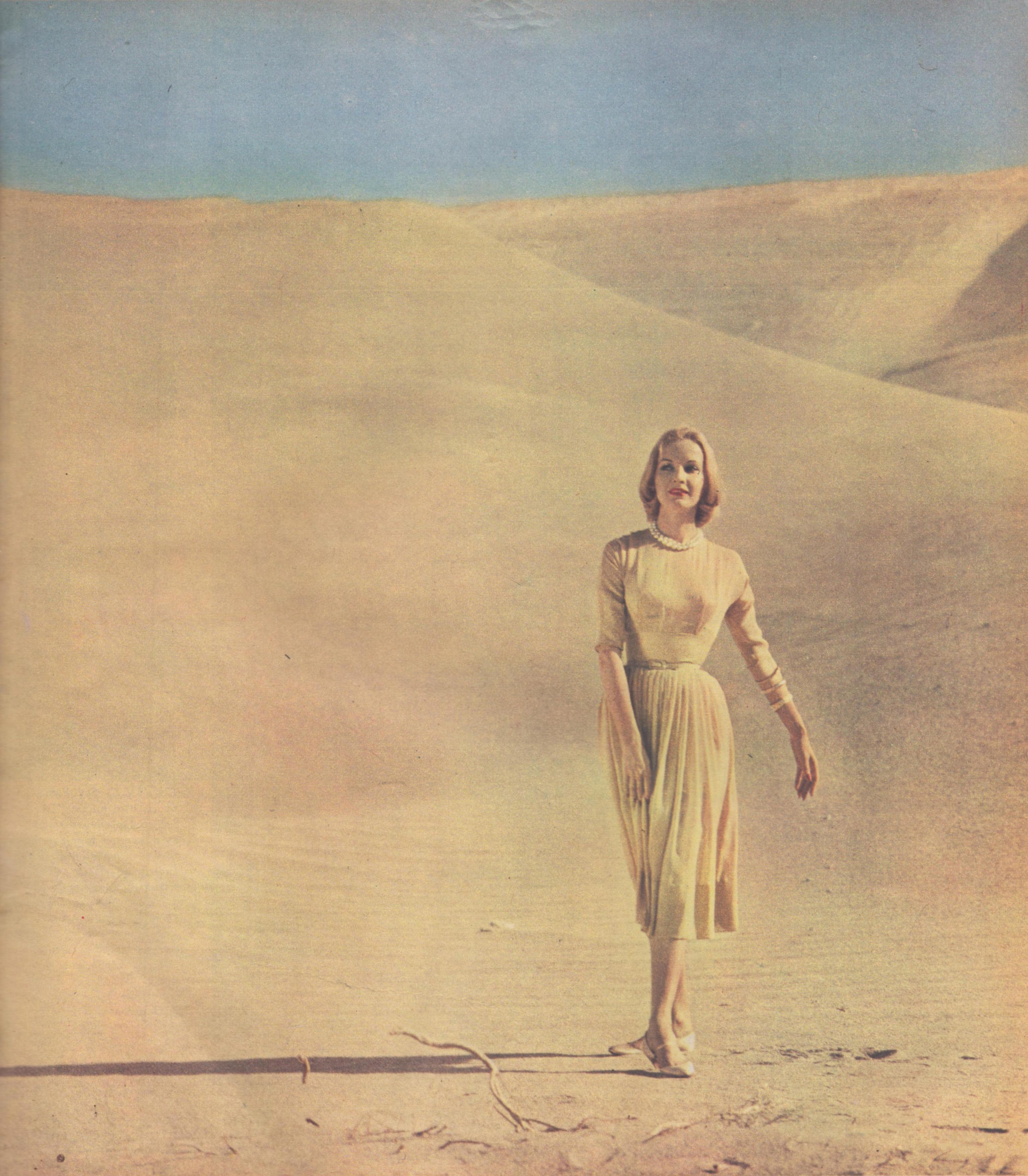
Blending into the desert's mountainous background is a starched chiffon dress (Taffy) with lace-ruffled sleeves and a single rose.

As adept at traveling as the tumbleweed is this wide-wale corduroy wrap-around coat bordered with natural hemp (Blair Sportswear).

Western clothes take on the range of desert tones, from sand and sage to tawny rocks



Desert tones show up in, left, leather-buttoned corduroy car coat with matching pants, print shirt (Ardee Sportswear); center, a newly shaped, cropped coat above sleeveless wool and cashmere sheath (Rudi Gernreich for Walter Bass); right, Alamac cable-cord corduroy dress with a hip-length bloused jacket (Vago, Jr.).



No painted desert this, but the sandy outskirts of Palm Springs, serving as backdrop for silk-chiffon dress with Empire bodice, pleated skirt (Cele Originals).

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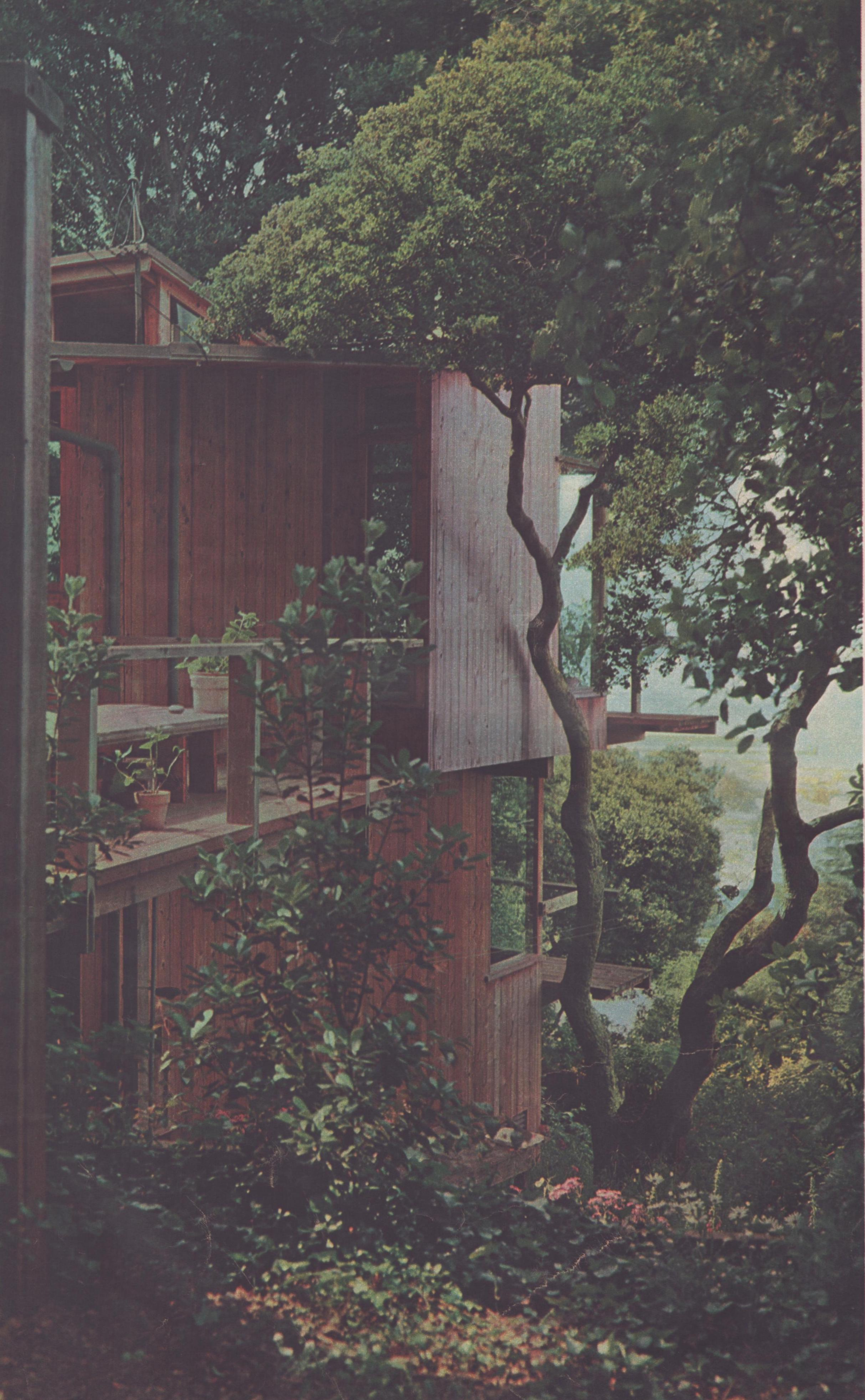
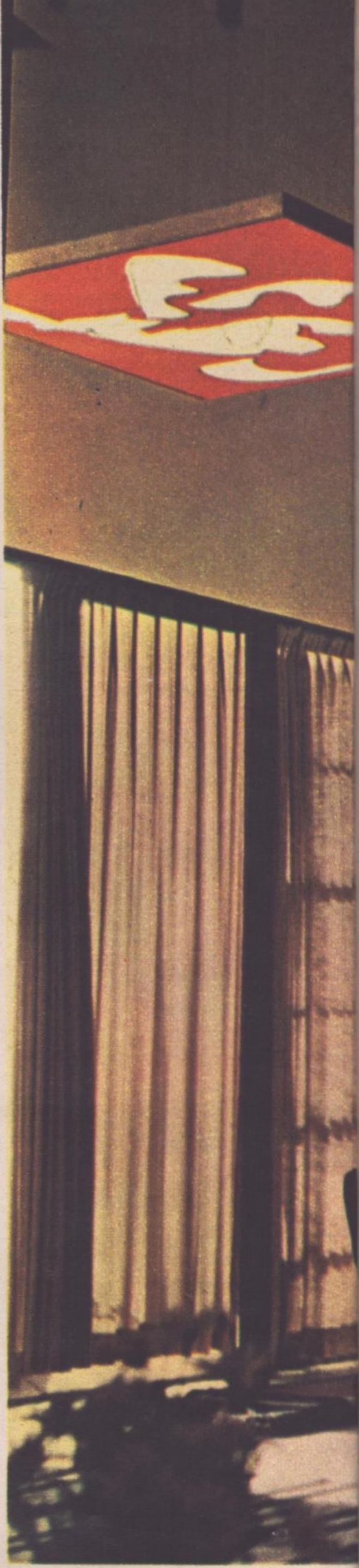
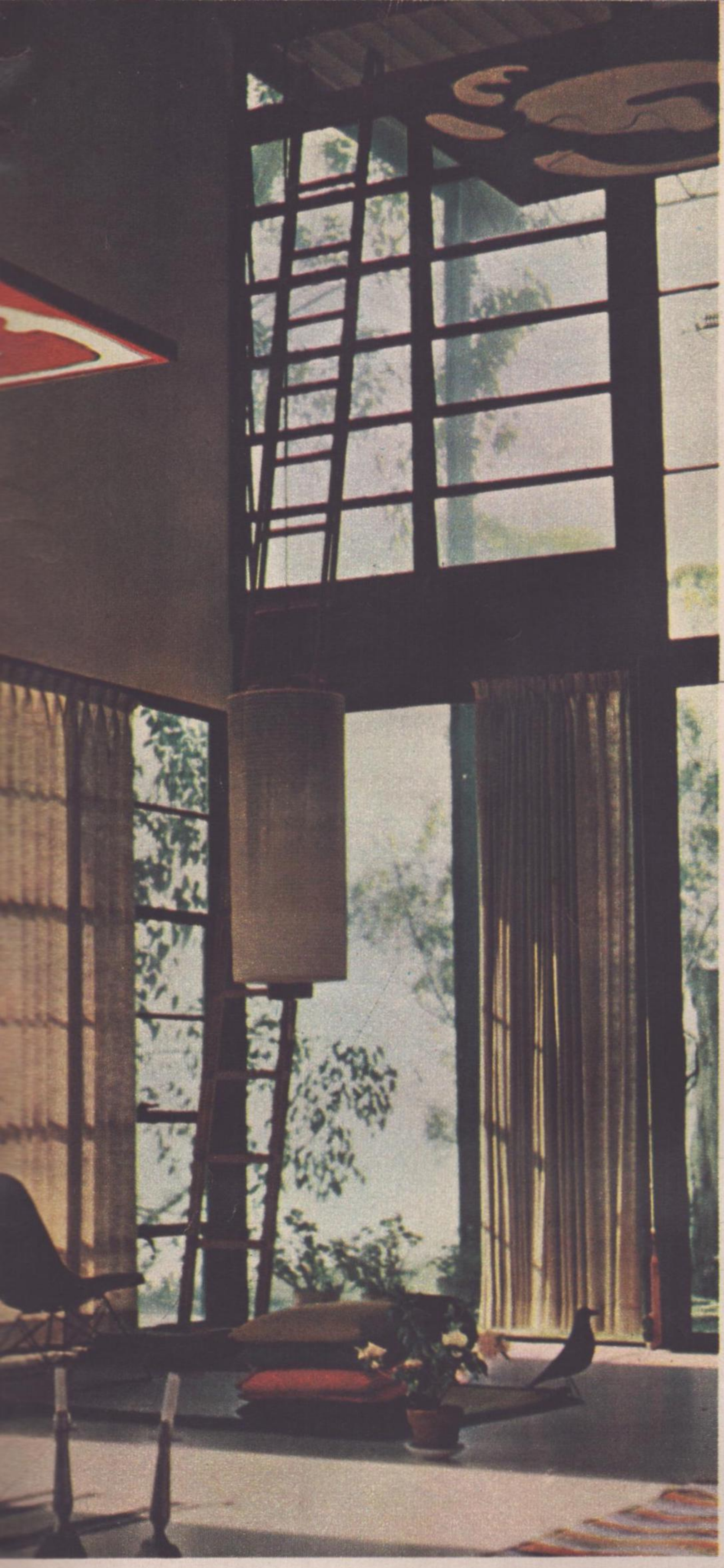




SPACE Says Eames of his own home: "I've achieved spaciousness with standard prefabricated walls developed for use in industrial building. The actual arrangement of rooms is quite traditional, though it looks revolutionary. In fact, a lady visitor once exclaimed on leaving: 'Oh, Mr. Eames, after seeing your house, I don't know how I can ever go back to contemporary.' "

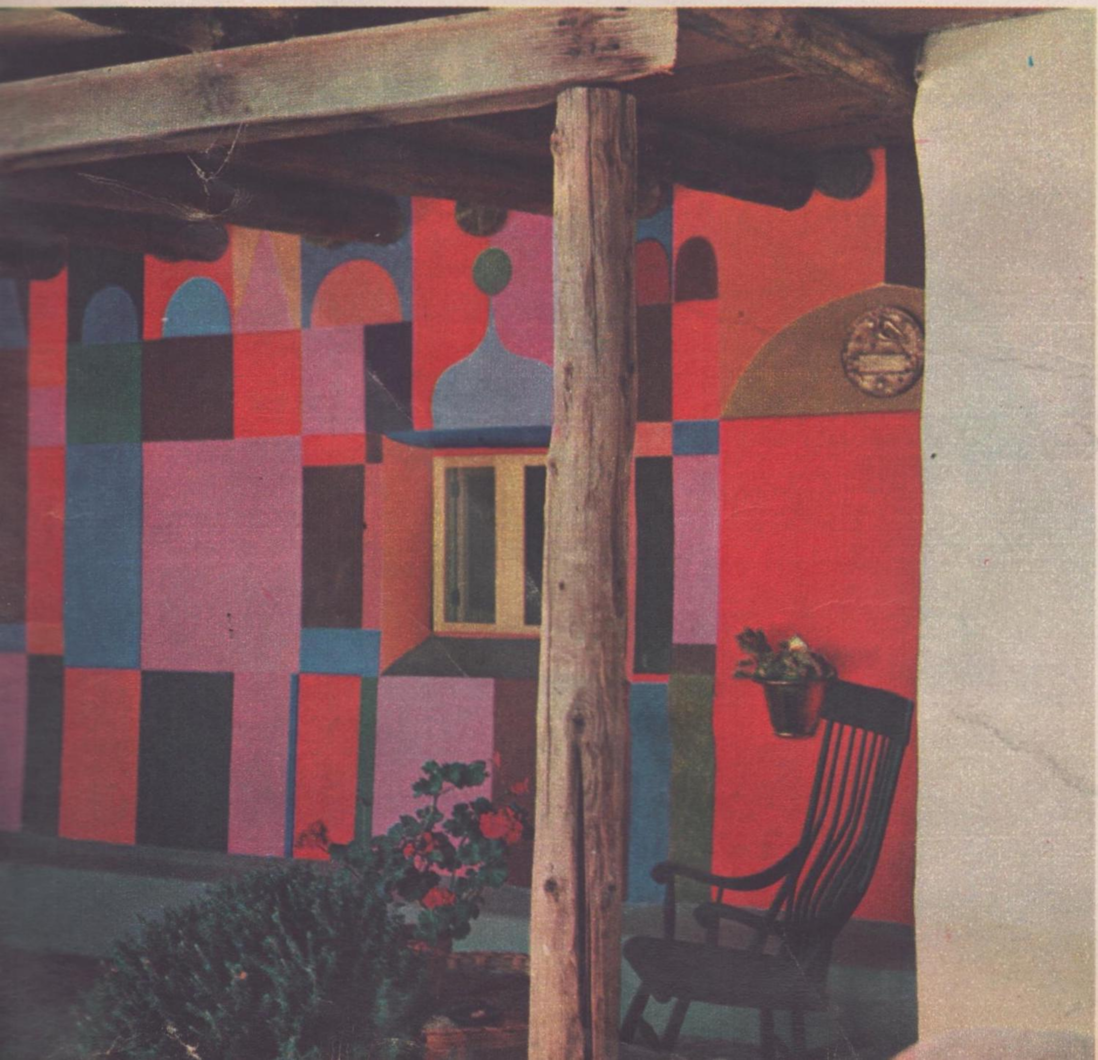
TEXTURE "Natural wood siding and cantilevered decks," says Eames of Bernardi's house, "are combined in a shelter that makes the most of its surroundings and scarcely intrudes on them."



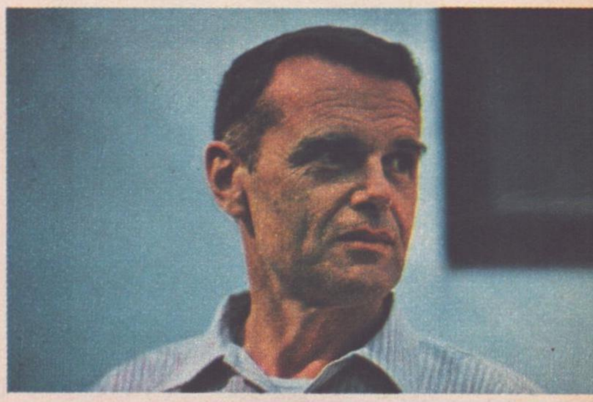
Western houses

BUILT AROUND A NEW WAY OF LIFE

That uninhibited, youthful style that is Western has blended the hot colors of the Spanish Southwest, the natural, rough materials of the frontier and the construction techniques of twentieth-century America. The houses shown on these pages illustrate dramatically the three major features of Western design: space, texture and color. They are the adobe-style home of designer Alexander Girard in Santa Fe, architect Theodore Bernardi's cedar house near San Francisco and the home of designer Charles Eames in Los Angeles. Eames photographed these houses for LOOK and describes them in the captions. They typify the most important influence in American home design today—the West.



COLOR "Uninhibited by conventional color schemes," remarks Eames, "designer Girard has used color in the same unembarrassed way that characterizes his approach to all design in the home."



Charles Eames of Los Angeles is famous for his "Eames Chair," films, toys and his own glass and steel home (see picture at left).

WESTERN WAYS

"Any designer who does a house for himself," says Eames, "tries to create an enjoyable dwelling and make an artistic statement."

This spiral staircase in Eames' house is a dramatic spacesaver.

Girard's kitchen peg board (above), dining-room table (below) suspended on nylon-covered cables reflect his free-wheeling imagination.

continued

COOKING WITH

Western

wine

California winegrowers are turning Americans into wine lovers

Since California winegrowers discovered 200 years ago that they could produce a fine crop of grapes—and eventually a tasty bottle of wine—at a reasonable price, America has gradually become a wine-loving country. We will be drinking about 140,000,000 gallons of domestic wine this year—85 per cent of it from California. It's no longer the hallmark of a connoisseur to have a bottle of wine on the table. And the U. S. housewife is catching up with her French counterpart, who has known this little kitchen secret all along: To make a mundane dish sensational, just throw in a little wine. Even old American stand-bys like franks-and-beans and cherry pie become subtle, mellow dishes with a touch of wine. Since alcohol passes off in cooking, there are no heady consequences, and researchers have unearthed the exhilarating information — long suspected by our grandmothers — that sweet red wines are nutritious and help to build and enrich the blood. Red or white, sweet, sparkling or dry, wine makes a gala occasion of any meal, turning even the prosiest cook into a poet.

WESTERN WINE-ROASTED PIG:

Rub inside of 10-12 lb. suckling pig with salt. For stuffing: Combine ½ cup soft butter, 2 diced onions, ½ tsp. each salt, pepper, 8 cups dry bread cubes, 1 cup orange sections, ¼ lb. chopped sausages, ½ cup tawny port. Stuff pig; truss and skewer, pulling front and back legs forward. Pierce back skin. Cover ears with foil, put cut orange in mouth. Rub with butter. Roast for 4 hours at 325°F. Baste often with tawny port; use pan drippings last hour. Use leaf garnish, cherries in eyes. Serves 12.

Below are the food and wine companions people prefer—but the correct wine is the wine that you like best.

APPETIZER WINES: Sherry, Vermouth. Serve chilled with appetizers and as flavoring in soups.

RED TABLE WINES: Burgundy, Claret, Vino Rosso, Rosé. Serve with meats and add to steaks, roasts, stews, chops, meat loaves, game, cheeses and spaghetti.

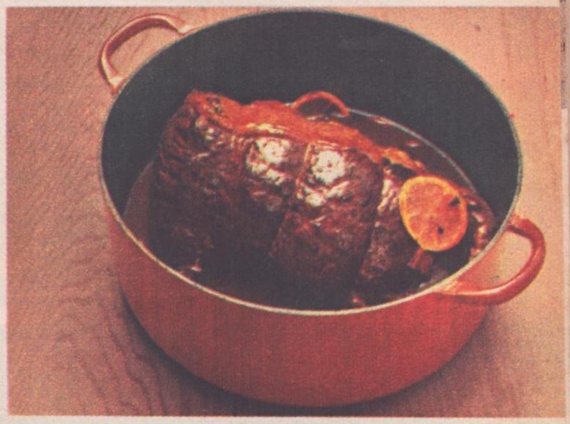
WHITE TABLE WINES: Sauterne, Rhine Wine, Chablis. Serve with or add to fish, chicken and eggs.

DESSERT WINES: Port, White Port, Muscatel, Tokay. Serve with or add to fruit, sweets, cheeses.

SPARKLING WINES: Champagne, Sparkling Burgundy. Serve with or add to punches, appetizers, main courses (meat, vegetable or fish) and desserts.

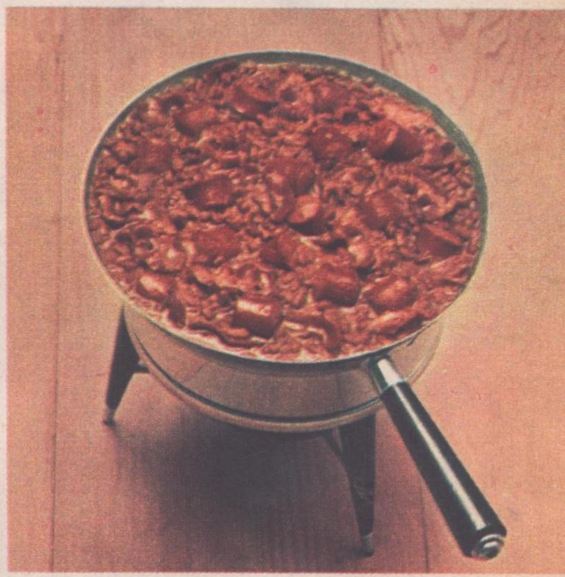
SHERRY-ONION SOUP: Slice 6 onions; lightly brown rings in ¼ cup butter. Add 3 cans (10½ oz. each) consommé. Cover; simmer 10 minutes. Add 1 cup sherry, ½ teaspoon salt, pinch pepper, ¼ cup Parmesan. Cover, simmer 15 minutes. Serve with buttered croutons, Parmesan. Serves 8.

CLARET POT ROAST: Marinate 3-4 pound rump pot roast overnight in: 1½ cups claret, 1 sliced onion, 1 sliced lemon, 2 tablespoons brown sugar, ½ teaspoon ginger, 12 peppercorns, ¼ cup diced cooked ham, 1 teaspoon salt, 4 cloves, 2 bay leaves. Remove meat; drain. Brown meat in ¼ cup fat. Add wine marinade; cover, simmer 2-2½ hours. Add wine during cooking if liquid is needed. Thicken gravy with 1 tablespoon flour. Serves 6-8.

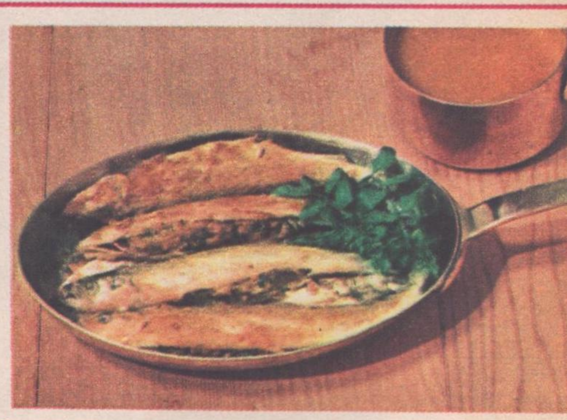


WESTERN SALAD WITH RHINE DRESSING: Arrange on spinach and chicory leaves: avocado slices, drained anchovies, hard-cooked-egg wedges, buttered croutons. Serve with salad dressing made by combining: 1 cup salad oil, 1 cut clove garlic, 1½ teaspoons Worcestershire, ½ teaspoon dry mustard, 1½ tablespoons poppy seeds, 1 teaspoon each salt, sugar, ½ cup Rhine wine. Remove garlic and shake well before serving with salad.

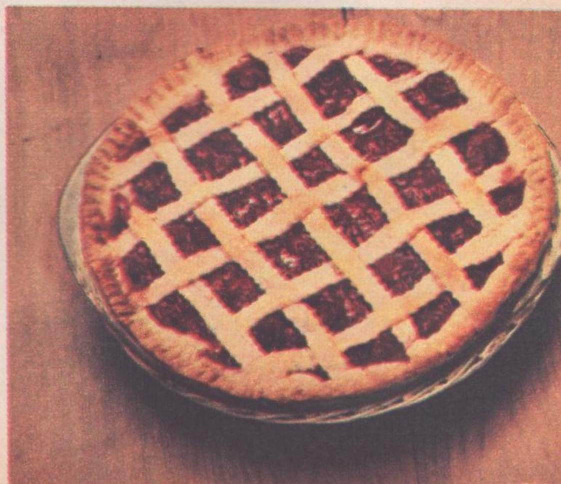
FRANKS-AND-BEANS WITH SAUTERNE: Fry 6 slices bacon in chafing pan or skillet. Remove bacon, reserve; drain all but 1 tablespoon fat. Add, brown: 1 diced onion, ½ pound sliced skinless frankfurters. Add 2 cans (1 lb. each) pork and beans, ½ teaspoon dry mustard, ¼ teaspoon each salt and pepper, ⅛ teaspoon Tabasco, 2 tablespoons molasses, ¼ cup sauterne and the bacon slices. Simmer 20 minutes, stirring occasionally. Serves 6-8.



FISH WITH CHABLIS: Brown in 6 tablespoons butter: 1 grated onion, 4 diced mushrooms. Add: 1½ cups bread crumbs, 2 tablespoons minced parsley, ¼ cup Chablis, ½ teaspoon salt, pinch cayenne. Combine. Stuff 8 smelts (or other whole fish). Roll in beaten egg, flour; slowly brown in butter; remove. Add: 1 cup Chablis, 1 tablespoon each diced onion, brown sugar, pinch salt, pepper. Reduce sauce in half; serve with fish. Serves 4.



CHERRY-PORT PIE: Preheat oven to 425°F. Drain 2 cans (1 lb. each) pitted sour cherries; reserve juice. Combine: 2 tablespoons flour, ¾ cup sugar, cherries, ⅓ cup juice; stir smooth. Add 1 tablespoon butter, ⅛ cup port. Line 9-inch pie pan with pastry. Spread 1 tablespoon each flour, sugar in pastry-lined pan. Add cherries. Top with lattice crust. Bake 45 minutes. After 20 minutes, cover crust with foil.

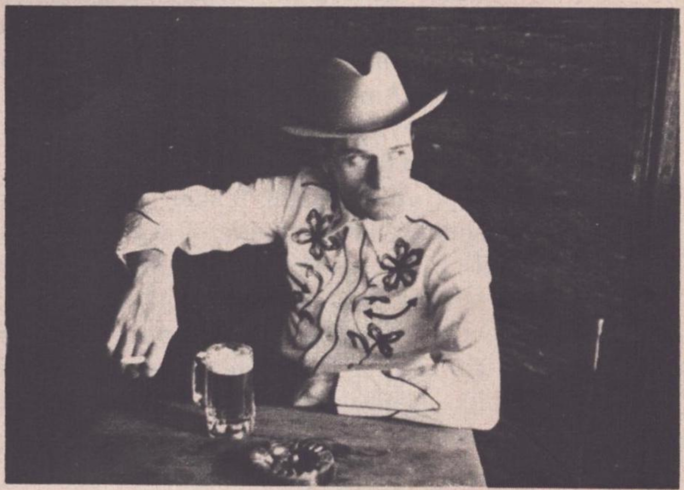


PLAYBOYS OF THE

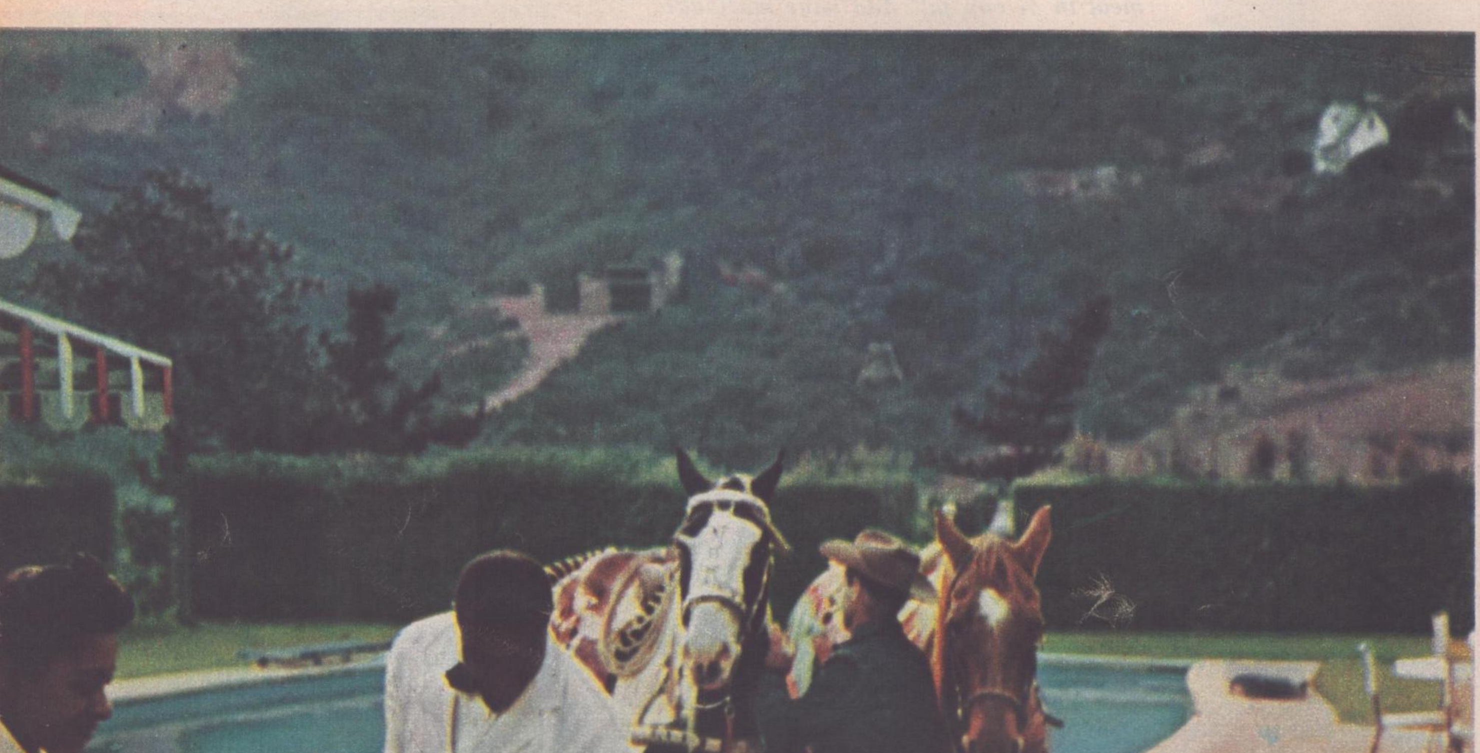
Western world

Youngsters who play "cowboys and Indians" grow up but never get over the lure of the West. They jump into ranch clothes at the loop of a lariat. Sales of Western clothes during the past few years have increased about 50 per cent. Worn for leisure and sports all over the country, custom-made clothes (below) can cost hundreds of dollars; outfits for a budgeted dude (right) run about $25.

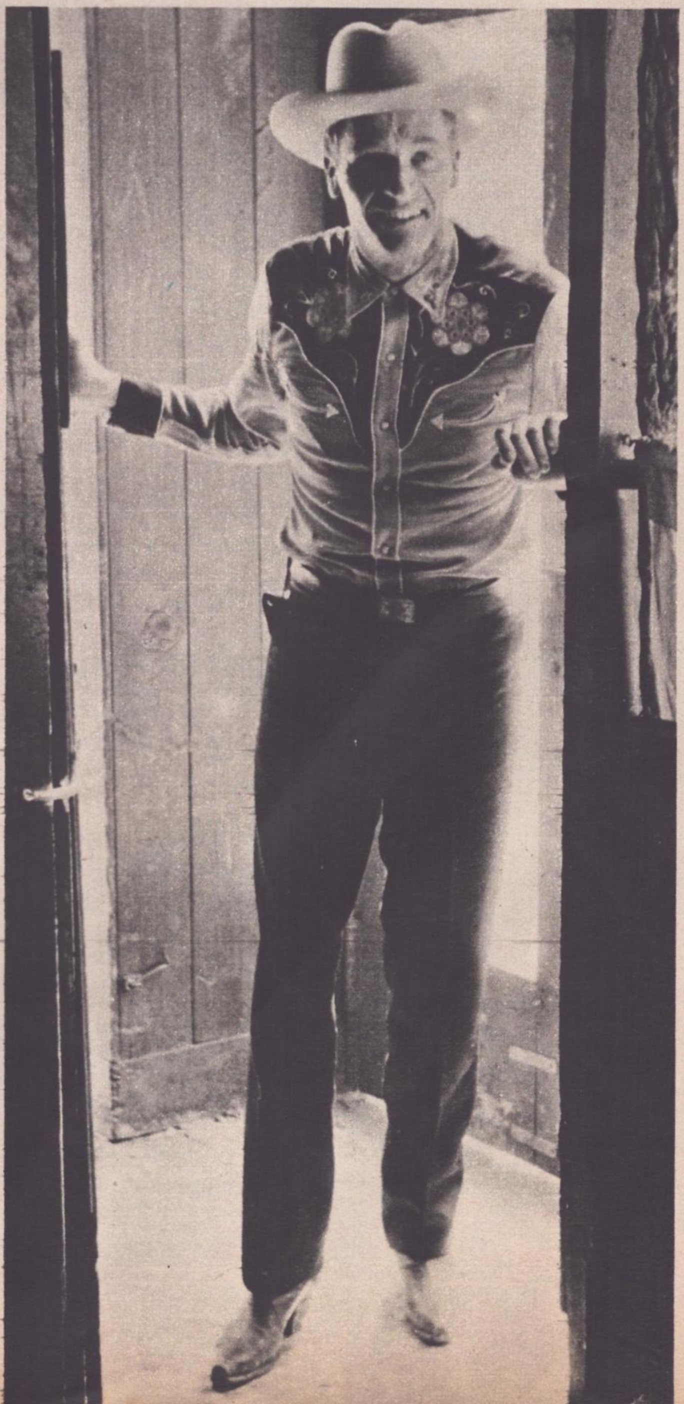
In Central Park "West": Bill's belt, $1; pants, $3.98.



At New York's Yukon Bar, Western clothes are at home. **Fancy embroidered** yoke shirt in two colors costs $9.95.



WESTERN PARTY at Hollywood hilltop ranch of the Roy Nafzigers finds hosts and guests in resplendent cowboy clothes. Ornately embroidered shirts cost from $75 up, with pants running as high as $150. Even the horses came to the outdoor party in their best saddles and bridles, ate later.

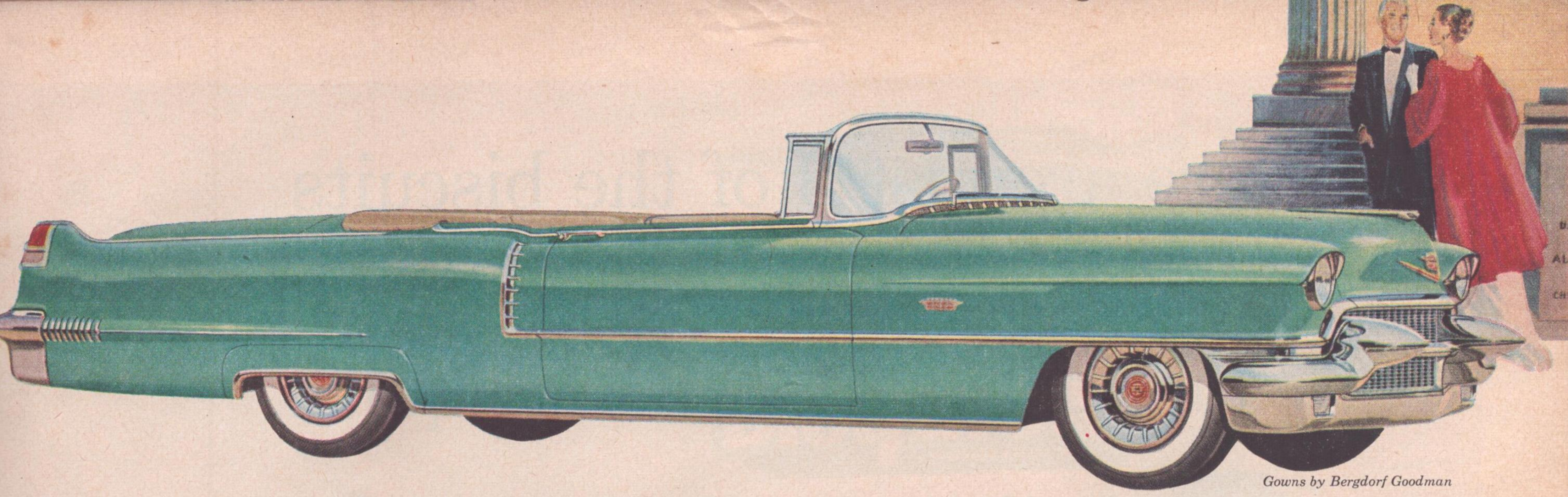


EASTERN DUDE

New Yorker Bill Clune, right, gets a Western kick out of his "cowboy suits," wears them around the house and in the country on week ends. His total outfit costs less than a hat in the picture above, but it gives him as much pleasure as would a higher-priced set of duds, can be worn for a ranch vacation.

END

Produced by PERKINS H. BAILEY

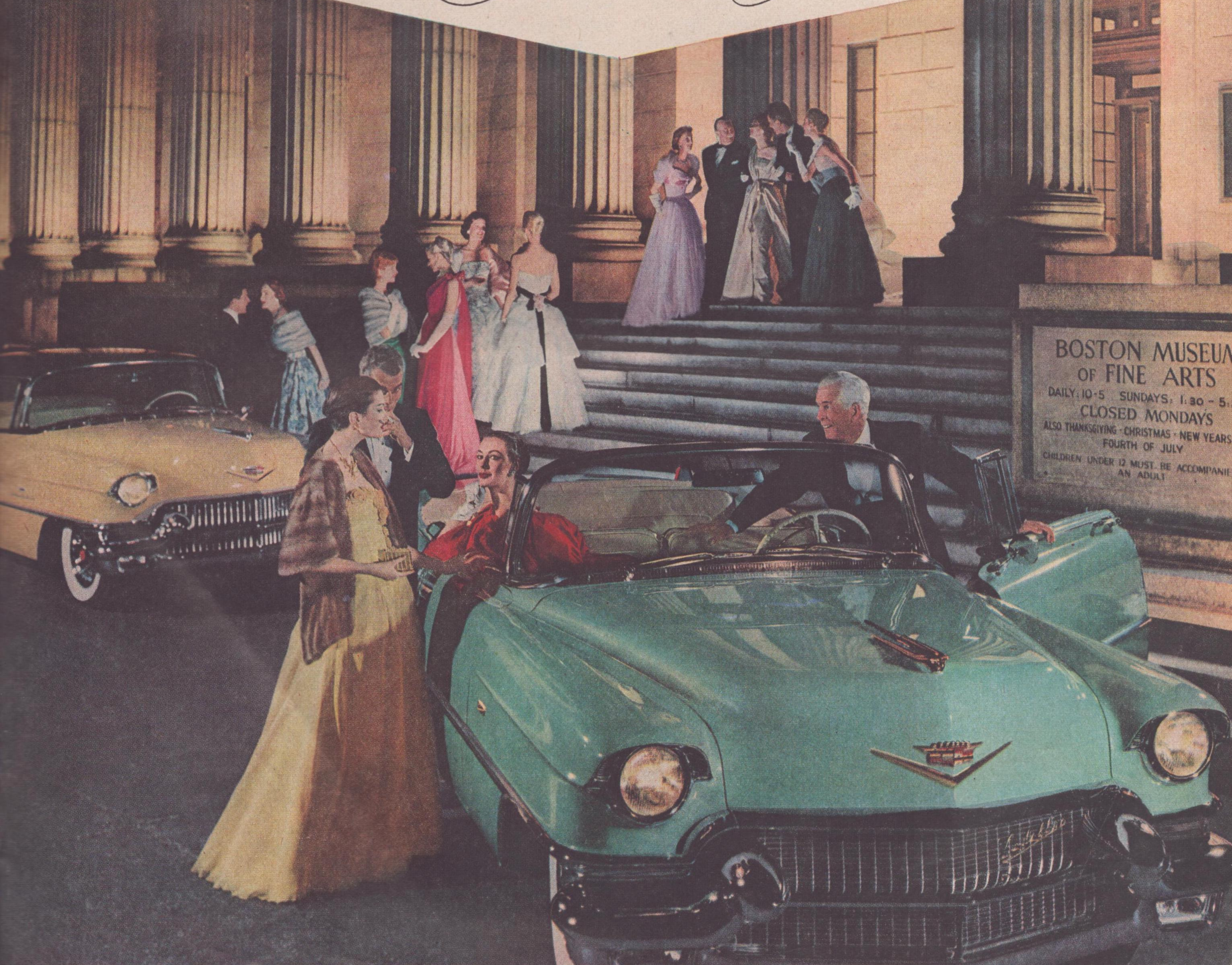


Gowns by Bergdorf Goodman

During the current year, Cadillac has welcomed a greater number of new owners to its motoring family than ever before in history. There are, we think, two basic reasons for this happy circumstance. To begin with, the *temptation* has never before been as great as it is today. The car is beautiful . . . and luxurious . . . and fine in performance to an unprecedented degree. And, secondly, the facts about Cadillac's practicality have never been more difficult to resist. For it has become increasingly apparent that a Cadillac is one of the soundest investments on the highway today. Why not pay us a visit soon? Once you have, we think you'll be anxious to join that happy group of motorists who are making this their *first* Cadillac year.

★ YOUR CADILLAC DEALER ★

Cadillac


BOSTON MUSEU
OF FINE ARTS
DAILY: 10-5 SUNDAYS: 1:30-5
CLOSED MONDAYS
ALSO THANKSGIVING · CHRISTMAS · NEW YEARS
FOURTH OF JULY
CHILDREN UNDER 12 MUST BE ACCOMPANIE
AN ADULT

Here are just 3 of the biscuits you make so well (hot, homemade and heavenly) with Bisquick.

You and I both know that a plate of hot breads like these can turn a so-so meal into a celebration. And you have a whole pastry-shop full of delightful possibilities, when you have your Bisquick! (There's time for the lovely caramel-y extra touches because you start so far ahead!)

Don't underestimate **Just Plain Hot Biscuits!** Look at our biscuits on the baking pan at the lower right; it's a wonderful way to bring them to the table. Split and butter in the kitchen, leave them in the oven (door open) until just ready to serve. No "store-bought" biscuit ever tasted like this! How could it? You homemade these with Bisquick, *texturized* for that lightness that makes a biscuit *right.*

Try **Butterscotch Biscuits:** Combine ½ cup butter, ½ cup brown sugar, 1 tsp. cinnamon, ⅓ cup pecans. Divide among 12 large greased muffin cups. Spoon Bisquick biscuit dough (see package) over mixture. Bake 15 min. in hot oven (425°). Let loosened pan stay over baked rolls a minute before serving.

Try **Biscuits-in-a-ring:** Lavish! Mix Bisquick biscuit dough (see package), shape into 12 balls. In a ring mold put 3 tbsp. melted butter, sprinkle with 3 tbsp. brown sugar, put in 12 cherries (candied or maraschino), ¼ cup nuts. Roll the biscuit balls in melted butter, then in a mixture of ½ cup sugar, 1 tsp. cinnamon, 3 tbsp. chopped nuts. Place in ring mold. Bake 25 minutes in moderately hot oven (400°). Remove from pan while warm.

..... Betty Crocker
of General Mills

Betty Crocker
NEW TEXTURIZED
Bisquick
A Whole World of Baking

A kitchen-full of surprises, because you've got your Bisquick!

NET WT. 1¼ LBS. (20 OZ.)
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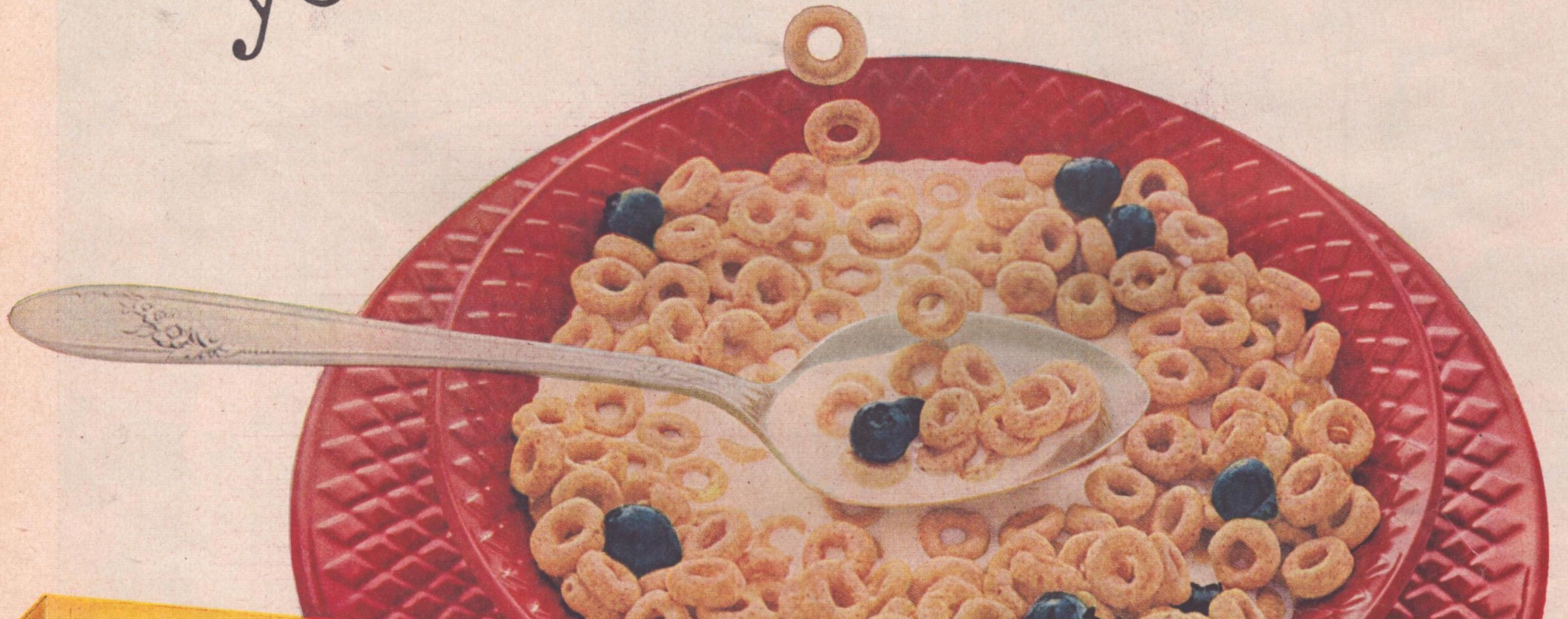
NEW TEXTURIZED
Bisquick
PREPARED BAKING MIX
A Whole World of Baking ...in a box!
Bisquick
CINNAMON

NOW IN CANADA TOO!

Cheerios
made from oats
need no cooking
taste so toasty
you'll enjoy 'em!


Cheerios
THE OAT CEREAL READY TO EAT

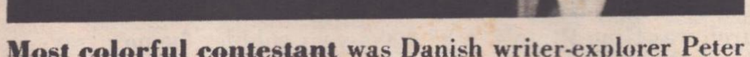
In Canada, too!

IF YOU KNOW YOUR OATS YOU'LL GO FOR **Cheerios** . . . WITH TOASTED-OAT FLAVOR . . . TOASTED-OAT CRISPNESS . . . PUTS STRENGTH IN YOUR BREAKFAST . . . GIVES YOU GO-POWER!

September is better breakfast month

from General Mills

A low-pressure m.c., March says of *The $64,000 Question:* "At ten on Tuesday night, something goes on. At ten thirty, something goes off. Why get excited?"



Most colorful contestant was Danish writer-explorer Peter Freuchen. He won $64,000 for his knowledge of the seven seas.

Hal March...

he got a $64,000 break

SINCE ITS DEBUT in June, 1955, *The $64,000 Question* (CBS-TV) has set the entertainment world on its ear. More people watch it than have ever watched any regularly scheduled event in history—from 45 to 60 million people every week. In the sponsors' opinion, much of the show's success has been due to its m.c., Hal March. Certainly, March has hit his own personal jackpot. This year, his quiet, "family-friend" approach to his job will bring him around $300,000.

continued

Produced by MARGERY DARRELL

First to win $64,000 was a marine, Capt. Richard McCutchen. His knowledge of cooking amazed all.

Gloria Lockerman spelled her way to $16,000, plus $32,000 on follow-up, *The $64,000 Challenge.*

His first concern is the contestants; he always wants them to win

The biggest reason for Hal March's popularity is his obvious identification with the contestants. He is so genuinely concerned with the progress of their fortunes that, on several occasions, he has put himself in a tight spot. His worst boggle was the night he inadvertently supplied a contestant with a clue to the answer to the $16,000 question. In his excitement about a contestant's loss or success, Hal has also: begun to sign off without the commercial; talked so long that the main question of the evening had to be postponed a week; or cried, "You're absolutely right," when the contestant was only half through the answer. These mistakes endear him to the audience, who take it as clear proof that he is on their side.

"He's the same guy on and off the show," says a friend, TV script writer Jim Fritzell. Eighteen years of ups and downs in all phases of show business have given March an extremely realistic attitude toward his present success. "I'm no more talented than I ever was," he says. "I'm just hot, that's all. I don't mean I go along with the theory that I'm a nice Joe with no talent who gives all the money away. I mean I'm not naïve enough to think I'm going to stay this hot forever." Fame and fortune have probably never come to a man who enjoys it more than March. According to a friend who has known him for years, "He's the kind of guy who wakes up every day and says, 'Wow!' " Hal himself says, "How about this? A brand-new Cadillac, living on Fifth Avenue and $300,000 this year. . . . I wasn't born important. I'm getting a bang out of all this."

Hal March was born Harold Mendelson on April 22, 1920, in a run-down section of San Francisco known as "South of the Slot." Later, he moved to the Fillmore district. "The kids were tough," says Hal, "and you figured to have two or three fights a day. I changed my name to Hal after about 150 fights; the kids thought Harold was a sissy name. There was a lot of name calling and prejudice. I wasn't giving it out, I'll say that. It was nice, clean fighting—no zip guns or ambushes with gang wars like they have now."

With all this practice, it was natural that Hal should think of becoming a prize fighter. In his teens, he fought 25 amateur bouts as a welterweight. Hal contends today that too much has been made of this in the press. He says, "I was never much of a fighter; I didn't have the killer instinct."

Hal's father ran a delicatessen and grocery, and the whole family—Hal, his older brother and three sisters—all worked in the store. His interest in show business was born when he found he could make customers laugh by imitating neighborhood dialects. In 1939, Hal's father died and he got a job as straight man in the old President burlesque house. In the next 15 years, his career spun dizzily through the Army, night clubs, radio and television. Finally, in April of 1955, the Louis Cowan office, TV packagers, called Hal and asked him to act as master of ceremonies for a new quiz show called *The $64,000 Question.* After considerable persuasion, he consented. "I was an actor and comic," he says. "It seemed like a great job for somebody else."

continued

A genial, polite m.c., March is treated by fans like a family friend. Here, one pats him on the shoulder. Another fan wrote him to say, "It's nice to see a human being on television."

Most-changed life as a result of being handed $32,000 by Hal March was Gino Prato's. A $3,000-a-year cobbler, he now travels as a $10,000-a-year representative of a heel manufacturer.

Homemade high, tender 'n handsome . . . it's a GOLD MEDAL FLOWER

Gold Medal makes a flower of a cake!

(Because Gold Medal itself is the "flower of the wheat")

WHAT A THRILL to see a recipe flower into this beautiful Red Devils Food Cake! And that thrill is yours with *"Kitchen-tested"* Gold Medal. For Gold Medal itself is the "flower" of the wheat—that's where the word "flour" first came from. Yes, the very finest part of the finest wheats *only* go into *all-purpose* Gold Medal, every sack dependably alike, to help you bake better. What confidence all this gives you—what a perfect invitation to bake!

Betty Crocker
OF GENERAL MILLS

RED DEVILS FOOD CAKE

- 1 2/3 cups sifted GOLD MEDAL Flour
- 1 1/2 cups sugar
- 1 1/4 tsp. soda
- 1 tsp. salt
- 1/2 cup cocoa
- 1/2 cup soft shortening*
- 1 cup milk
- 1 tsp. vanilla
- 3 eggs (1/2 to 2/3 cup)

Heat oven to 350°. Grease and dust with flour 2 round 8" pans. Sift dry ingredients into bowl. Add shortening, milk, vanilla. Beat 2 min., med. mixer speed or 300 hand-strokes. Scrape sides and bottom of bowl constantly. Add eggs. Beat 2 more min., scraping constantly. Pour into pans. Bake *about 38 min.* Cool. Ice with fluffy white icing. **Such as Spry, Crisco, Snowdrift or Swift'ning*

Bake it Better WITH Gold Medal

Betty Crocker
Gold Medal
"Kitchen-tested" Enriched
FLOUR

Gold MEDAL

THE
'Kitchen-tested'
FLOUR

from
General Mills

Nothing so good...

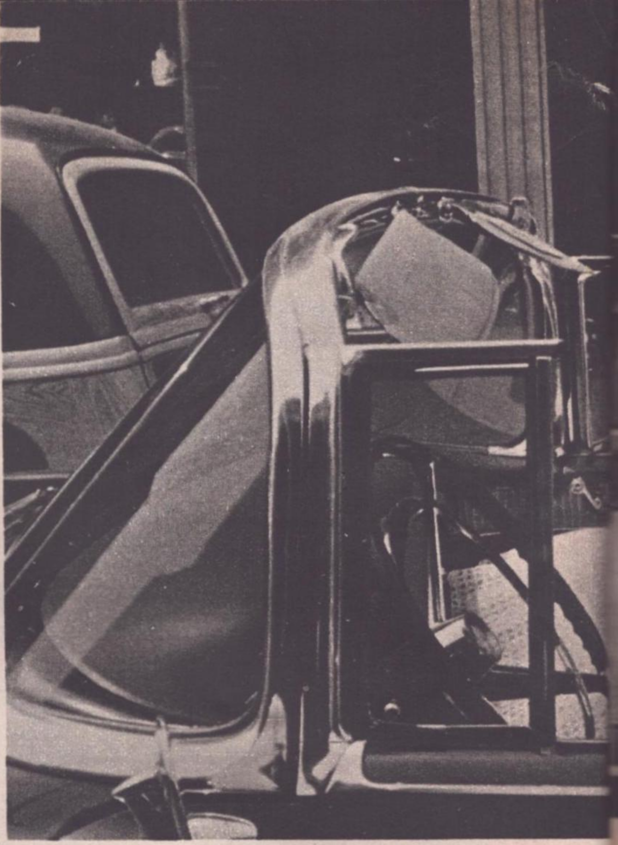
CARLING
CARLING
Black Label
BEER
Cyleowski

for good company!

When the savory aroma of clam broth and steamed chicken mingle in the air, that's the time for sparkling, tangy Carling Black Label Beer. Everybody likes its delicious goodness—and its economy, as well, for top quality Black Label sells at the popular price. That's why Black Label sales are now four times what they were four years ago. And every day *more* people say...

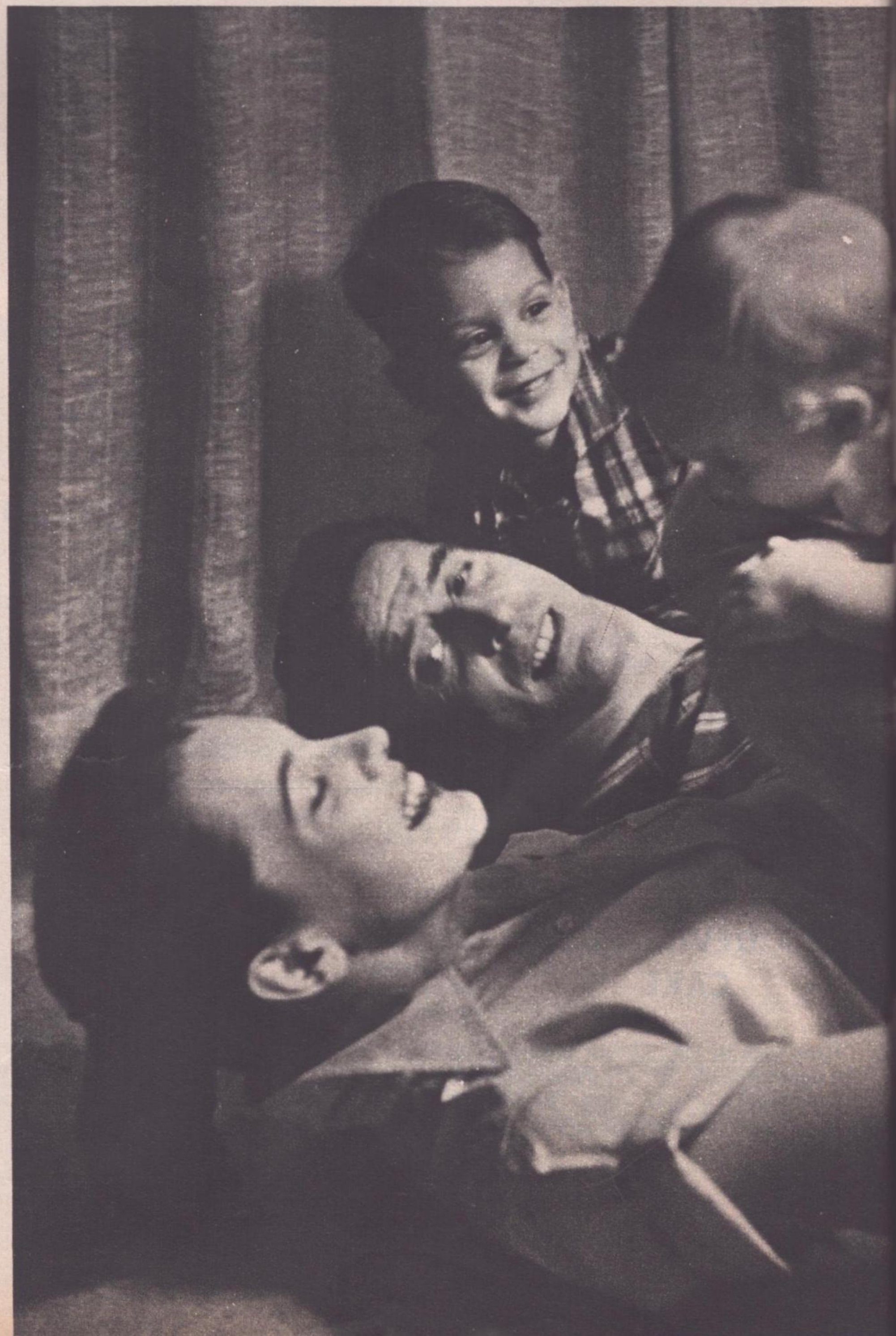
Hey, Mabel-
Black Label!

THE BEST BREWS IN THE WORLD COME FROM CARLING
CARLING BREWING CO., CLEVELAND, O., ST. LOUIS, MO., BELLEVILLE, ILL.



The Marches like to do their shopping together.

Hal March discovers that even a confirmed bachelor can enjoy a happy married life

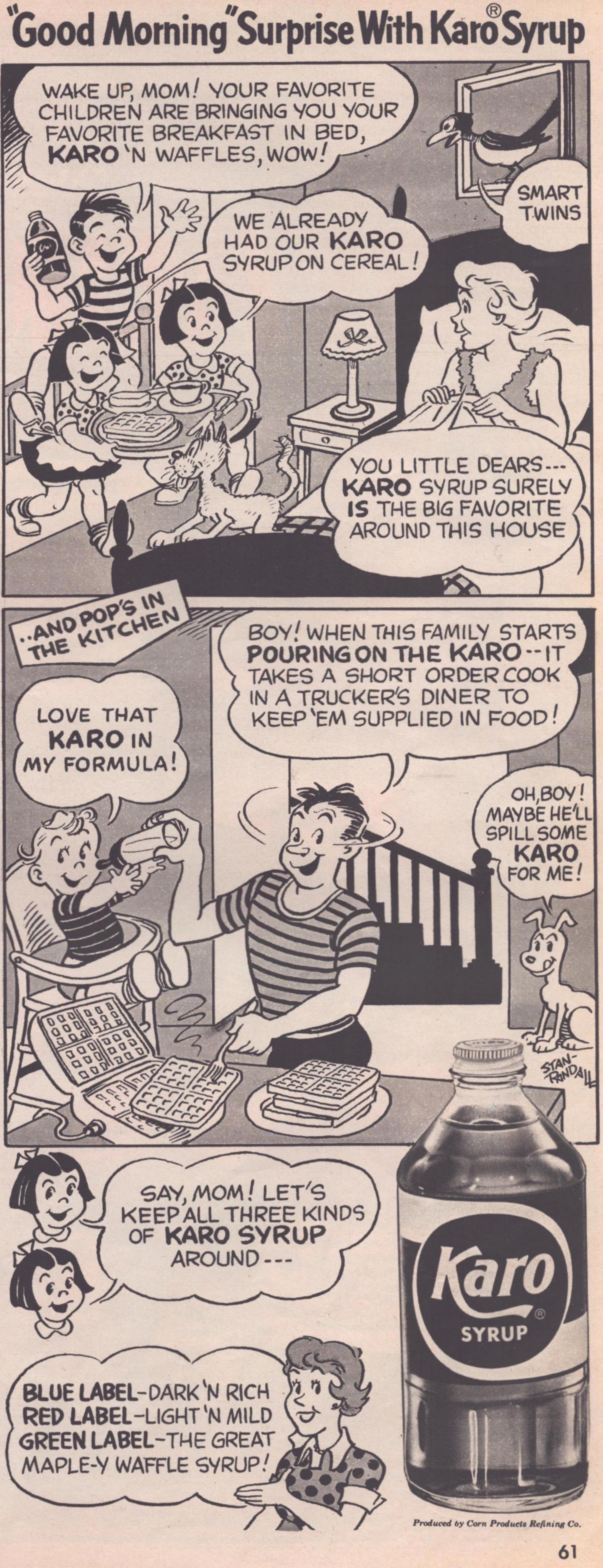


Once a week, Hal and his wife Candy drive their Cadillac to a nearby supermarket.

Last February 18, in Las Vegas, Hal married Candy Toxton, former wife of singer Mel Torme. Hal entered the marriage against the advice of friends. They wondered if Hal, who had avoided marriage until then because he "wasn't ready," would take happily to his new double role of husband and stepfather to Candy's two children by her first marriage: Stevie and Melissa. Besides that, Candy had been brought up a Catholic, Hal in the Jewish faith. Today, Hal says of their marriage: "What are all these adjustments people yap about? I don't know any—maybe Candy's making them all." But there is no strain on her. "We are very happy," she says quietly, and she is convincing.

END

Candy and Hal wrestle with her children by previous marriage: Melissa, 1, and Stevie, 3. Stevie likes to play airplanes.


"Good Morning" Surprise With Karo® Syrup
WAKE UP, MOM! YOUR FAVORITE CHILDREN ARE BRINGING YOU YOUR FAVORITE BREAKFAST IN BED, KARO 'N WAFFLES, WOW!
SMART TWINS
WE ALREADY HAD OUR KARO SYRUP ON CEREAL!
YOU LITTLE DEARS--- KARO SYRUP SURELY IS THE BIG FAVORITE AROUND THIS HOUSE
..AND POP'S IN THE KITCHEN
BOY! WHEN THIS FAMILY STARTS POURING ON THE KARO--IT TAKES A SHORT ORDER COOK IN A TRUCKER'S DINER TO KEEP 'EM SUPPLIED IN FOOD!
LOVE THAT KARO IN MY FORMULA!
OH, BOY! MAYBE HE'LL SPILL SOME KARO FOR ME!
STAN RANDALL
SAY, MOM! LET'S KEEP ALL THREE KINDS OF KARO SYRUP AROUND---
BLUE LABEL-DARK 'N RICH
RED LABEL-LIGHT 'N MILD
GREEN LABEL-THE GREAT MAPLE-Y WAFFLE SYRUP!
Karo® SYRUP

Produced by Corn Products Refining Co.

KEEP HUNGRY SHAVERS

BLACKBOARD

Hey Mom! What's for lunch?

—that's a question that pops up every year when September rolls round.

Well, here's your answer—Canned Meat from Armour. These are meals that kids like! Real energy-giving, stick-to-the-rib meals, with a wonderful homemade flavor. Yet practically every suggestion shown here can be fixed up in ten minutes. The cost? Just a few cents.

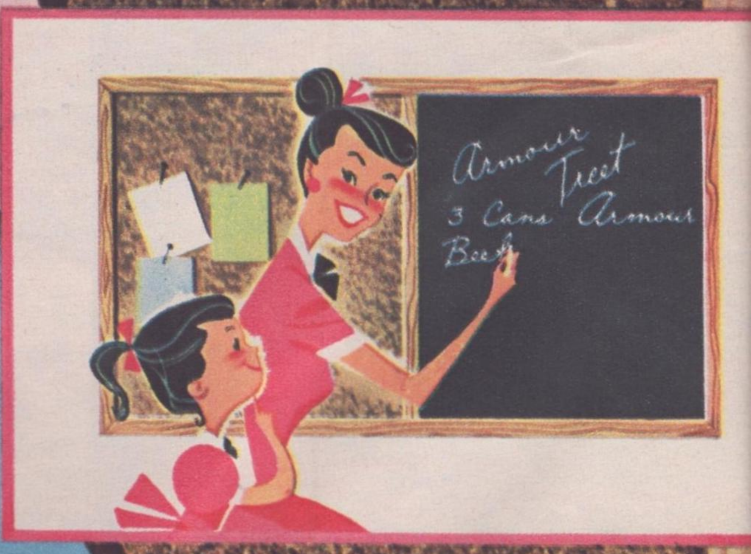
This year, let Armour solve your back-to-school food problems at lunch time, snack time, and supper! Featured at your grocer's now.

Beef Stew—All you do is heat and serve. Armour Stew is a complete, balanced and delicious meal just as it comes to you.

Bullseye Sandwich—Center olive in circle of ketchup atop the fried slice of Hash. Pierce with arrow-shaped toothpick. Serve on toasted buttered bun.

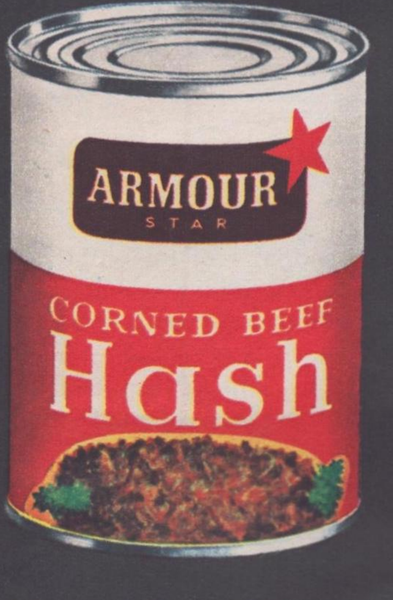
Chili Con Carne With Beans—Serve piping hot with Corn Curls or Cheese Popcorn.

Treet Lollipops—Place cubes of Treet, slices of banana, pineapple chunks on skewer. Brush with butter; broil until brown.

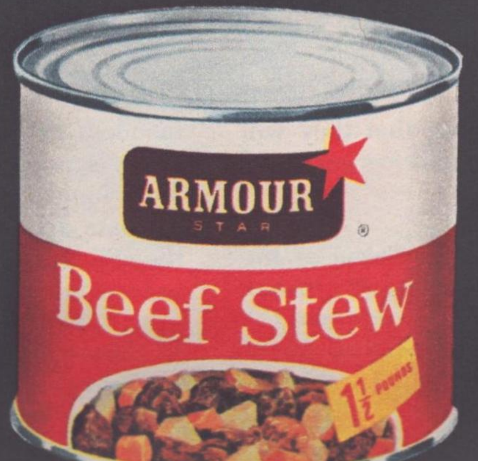


HAPPY WITH ARMOUR STAR

BARGAINS!


ARMOUR
STAR
CORNED BEEF
Hash

Armour Star Corned Beef Hash is perfect in every detail hash-lovers fuss about—appearance, proportion of meat to potatoes, and real hash flavor. Kids love it.


ARMOUR
STAR
Beef Stew
1½ POUNDS

Watch your children smack their lips when they taste the flavors that make this stew a happy harmony. Armour Star Beef Stew, remember, was voted as good as homemade.

ARMOUR
STAR
Chili
CON CARNE
MILD
with beans

Kids go for the taste of lean meat and plump beans simmered in real western sauce. They call Armour Star Chili sm-o-o-th. Two kinds now available—hot and mild.

Treet
ARMOUR
STAR
READY TO EAT
PORK AND HAM MEAT
Treet

Give young ones the nourishment they need, in a food they really like—Armour Star Treet. Ideal for school sandwiches, Treet's pork taste goes with any combination of flavors from cheese to peanut butter.

ARMOUR
STAR
Beef
CHOPPED
ARMOUR
Roast Beef
ARMOUR
Ham
CHOPPED

ARMOUR
CORNED
Beef
ARMOUR
Tamales
ARMOUR
STAR
Spaghetti
with Meat
AND TOMATO SAUCE

ARMOUR
VIENNA SAUSAGE
ARMOUR
DEVILED HAM

You know it's good!

ARMOUR STAR

The Armour Star label is one of the world's great guarantees!

SCHOOL DAYS VALUE!

Cork-and-Black, Bulletin Board Only $3.00!

You'll want this combination bulletin board in your kitchen. Chalk messages on *blackboard* half; pin menus, memos on corkboard half. Big! 30″ wide; 19″ high. Complete with chalk and eraser. Framed in strong wood. Yours for only $3.00 when you buy two different kinds of Armour Star Canned Meats. For example, buy one can of Stew and one can of Treet (or any combination). Then snip off the last inch of the opener strip of each can. (If it has a removable label, send label.) Mail both opener strips or labels with $3.00 to Blackboard, Box 7566, Chicago 80, Illinois.

Norman Vincent Peale

Answers your questions

THE SCULPTOR AND THE MIST

When you have done your best and something frustrating happens to change your plans, don't be discouraged. Examine the interference. It may mean improvement.

In Copenhagen this summer, I saw the famous statue of Christ by Thorvaldsen, which stands behind the altar in the great Lutheran Cathedral. It was a work that had taken long hours of effort. The day it was finished, the sculptor looked with satisfaction on the figure he had molded out of clay, with the face looking toward heaven and the arms extended upward in a noble gesture of power and might.

That night, sea mist seeped into his studio; the clay relaxed, and the head and arms dropped. Thorvaldsen was bitterly disappointed.

But as he studied the figure, something about it moved him deeply. Now Christ, in a welcoming gesture, looked down with love and compassion. Thorvaldsen saw this was the greater conception. Beneath, he inscribed these words: "Come unto Me." The statue became immortal.

Q ***Recently, our team played its most important game of the season. I prayed that each member of the team would play the best he knew how. We lost the game, and I know, having seen our other games, that they didn't play their best. What was wrong?***

I sense a disappointment which may indicate that actually you were praying for your team to win. Of course, you realize that prayer is not properly used for such an objective. To prayer, you must add faith. If the players did not do their best in that game, keep praying and believing that they will do so in later games. Prayer is not always answered immediately.

Q ***I am a senior in high school. Some of the nicest kids in my school are Negroes. My father is prejudiced and always talking against the Negroes. How can I keep from getting angry and help my father?***

Avoid argument with your father. You both have problems in yourselves to conquer; he of prejudice and you of angry impatience. One of the most important of human skills is to take people as they are. So, be kind and lovingly patient with your father. Prejudice dies hard sometimes.

Q ***I am in love with a young man and he is in love with me. We have a beautiful courtship together and everything seems fine. But the one trouble is he is the type that is always looking for a challenge, and now that the goal of making me love him has been realized, I'm afraid he will become bored with me, since there is no further challenge. Will you please help me by telling me how I can keep him interested now that he is sure of my love? What should I do to keep alive that little spark of challenge? I don't want to lose him, as he means the world to me.***

The challenge must be lifted and redirected to life goals. Together, set some thrilling objectives for yourselves to work toward and to achieve. Develop interests beyond the romantic that will stimulate the full expression of his abilities as well as your own. Keep up with him mentally and spiritually so that you will always bring out his best. We love those who make us believe in ourselves.

Q ***I will probably never marry, and the thought of going through life with no children is a heavy burden. Do you think it proper for a single man to adopt a child if he has the financial ability to provide properly for all needs? Of course, I realize that there are more homes available than children to fill them, but it is always possible to find a broken home, or an unwed mother who would like to find a good home for her child.***

Without consideration of the regulations of adoption agencies, with which I am not familiar, it seems that what you suggest is not to be recommended. From the standpoint of the child itself, there is need for a woman's love and influence. Your longing for a child may be compensated for, to some extent at least, by a personal interest in the children of others, by helping them to opportunities which might otherwise be denied them.

Q ***Since my husband and I were married, I have begun to dislike my mother-in-law. I liked her very much before we were married, but now things are changing. I have tried to ignore the things she does that annoy me, but it is beginning to get me down. She treats me as though I were a child, and now is trying to tell me how to raise my own child. I have discussed this matter with my husband, but to no avail. He thinks she is just trying to be helpful and is not interfering at all. What can I do to correct this situation before I say something I might regret desperately later on?***

To your mother-in-law, you are a child, even as her son is. She loves you both and means only good. So many parents and in-laws fail to realize that young people want to live their own lives and, indeed, have the right to do so. Your part is to develop an urbane good humor. Be pleasant and do as you please.

Q ***I have been going steady with a man for a year. I am 21 and he is 27. I love him very much. We planned to be married, but he's so possessive and jealous that if I talk to or have one dance with someone, he has a temper tantrum and acts very badly. He says he won't be that way after we are married, that it is just that jealousy is love. Do you think that if we get married, there is a chance everything will smooth out and he will stop getting these moods and trust me implicitly?***

Very little chance indeed. Jealousy is not love. Rather, it is abnormal insecurity and lack of faith. The temper tantrums indicate infantilism and lack of maturity. This man is a hazardous marriage risk. If you marry, better get personal counseling for your husband.

Address your questions to:
Dr. Norman Vincent Peale, LOOK Magazine,
488 Madison Ave., New York 22, N. Y.

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You're looking at a sizzly-juicy taste

Franks with an "Open-Fire" flavor!

even when only heated in water

You have to *taste* them. Then you know. The tender meat is fresh and smooth. The flavor is delicious—and notice this: There's a sort of *sizzly juiciness* to these Armour Star Franks.

Take another bite. Again notice that flavor! Doesn't it remind you of the wonderful taste of franks cooked over an open fire?

Yet this taste is *in the meat itself*. You get that same outdoors, over-the-flame flavor—even if you only heat these juicy franks in water.

They're cooked over radiant heat, you see, by Armour's banked-heat process. And they're made of fine, fresh beef and pork, with a new, delicate seasoning blended in.

Try new Armour Star Franks. Heat them in water. Grill them. Cook them any way you want. However you prepare them—you'll want to return again and again to the famous "Open-Fire" flavor.

FREE FOR THE KIDS! Wild West Reward Poster in every specially marked package of Armour Star Franks!

KIDS! FREE
WILD WEST REWARD POSTER INSIDE THIS PACKAGE
ARMOUR STAR
FRANKS

You know it's good!

ARMOUR STAR

The Armour Star label is one of the world's great guarantees!

Voting is as American as campfire cooking. Join in! Be sure *you* vote November 6.

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Never Carry More Cash Than You Can Afford To Lose

You can't lose if you carry
AMERICAN EXPRESS TRAVELERS CHEQUES

$100.000.000
American Express Company

- Prompt refund if lost or stolen.
- Accepted everywhere—easy to spend as cash
- Good until used—no time limit.
- Buy them at your BANK, at Railway Express and Western Union offices. Charges—only 1%.

Always insist on American Express Travelers Cheques

HOW HOSPITAL STOPPED ATHLETE'S FOOT ITCH!

Amazing "hospital-tested" cream destroys Foot Itch fungi on 60-second contact . . . instantly relieves the itching!

There's nothing more maddening than that agonizing toe itch! But why endure it for even one more day. You simply don't have to . . . because hospital tests show that TING Antiseptic Medicated Cream gives you instant and remarkable relief . . . restores wonderful, soothing comfort to sore, burning skin and cracked, peeling toes.

Exacting laboratory tests also prove that TING'S truly astounding fungicidal action actually destroys Athlete's Foot fungi—and destroys it on 60-second contact. At the same time, TING aids the healing of raw, cracked toes with its incredible speed.

The secret? TING is different! TING is an easy-to-apply, non-greasy, and absolutely stainless "dry cream." Almost as fast as you rub it on, TING dries to a powder that clings and clings and clings, giving you blessed and continuous relief that lasts for hours. You'll say it's wonderful!

But see for yourself. Buy TING today! Discover the wonderful relief TING brings you. Results are completely guaranteed. Your money back if you are not absolutely satisfied. Ask for TING at drugstores everywhere. Only 69¢ for big tube. Get TING today—very first thing!

Shrinks Hemorrhoids New Way Without Surgery

Science Finds Healing Substance That Relieves Pain—Shrinks Hemorrhoids

For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to relieve pain – without surgery.

In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all — results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne*) – discovery of a world-famous research institute.

This substance is now available in *suppository* or *ointment form* under the name *Preparation H.** Ask for it at all drug counters–money back guarantee. *®

ARTHRITIS—RHEUMATISM VITAL FACTS EXPLAINED

FREE DESCRIPTIVE BOOK

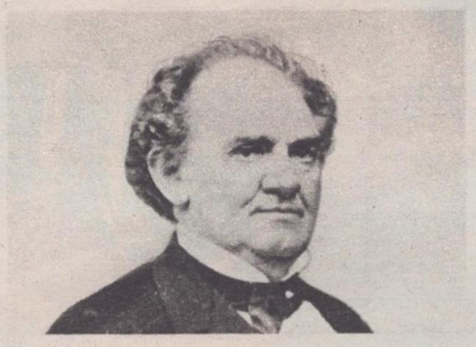
How crippling deformities may be avoided. This amazing FREE BOOK explains why ordinary methods give only temporary relief—if that. Describes a drugless method of treatment successfully applied in thousands of cases. Write for this 36-page FREE BOOK today. No obligation.
BALL CLINIC, DEPT. 582 Excelsior Springs, Mo.

Now Many Wear FALSE TEETH With More Comfort

FASTEETH, a pleasant **alkaline** (non-acid) powder, holds false teeth more firmly. To eat and talk in more comfort, just sprinkle a little FASTEETH on your plates. No gummy, gooey, pasty taste or feeling. Checks "plate odor" (denture breath). Get FASTEETH at any drug counter.

PHOTOQUIZ

a Public office is a public trust.
b To the victors belong the spoils.
c I have an indifferent opinion of the honesty of the country.
d If this be treason, make the most of it.
e These are the times that try men's souls.
f There never was a good war or a bad peace.
g I would rather be right than be President.
h Go West, young man, and grow up with the country.
i What this country needs is a good five-cent cigar.
j The public be damned.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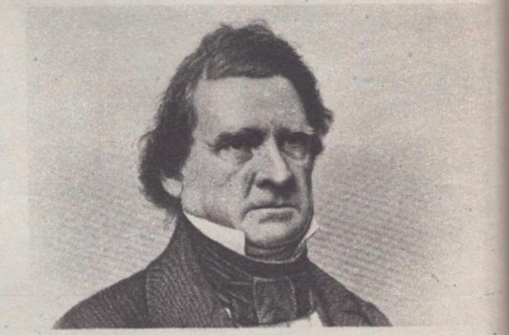
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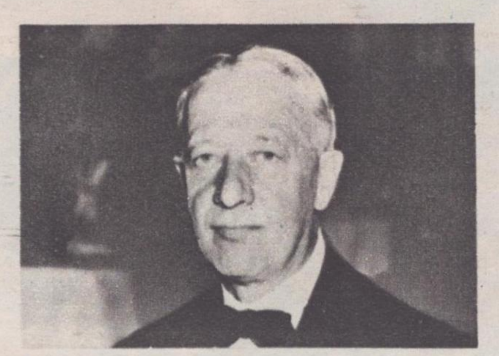
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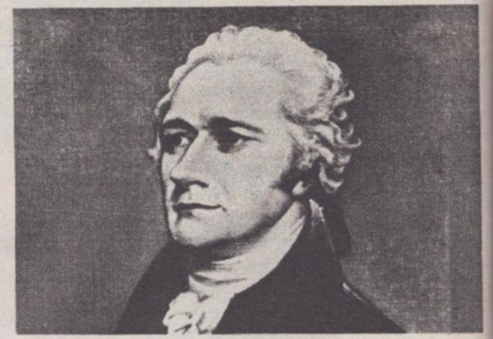
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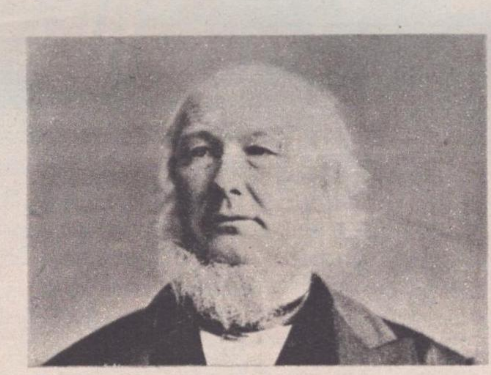
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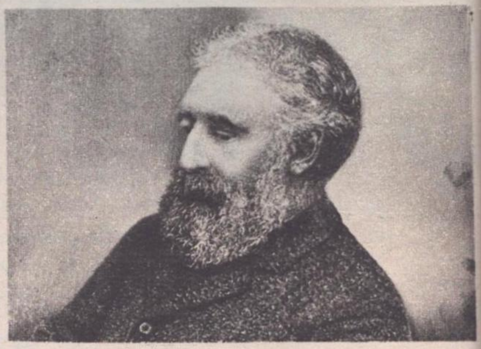
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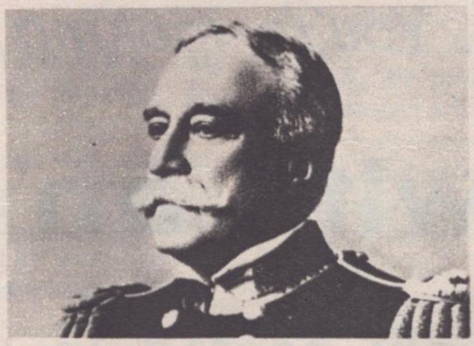
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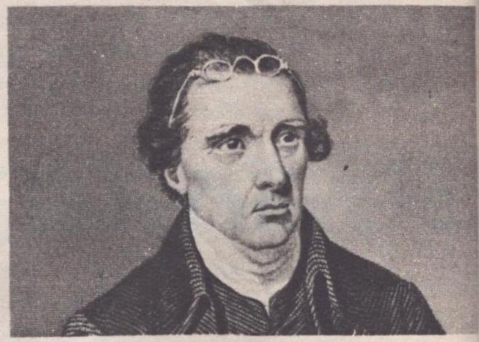
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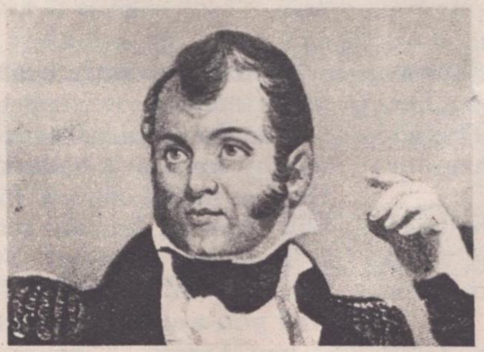
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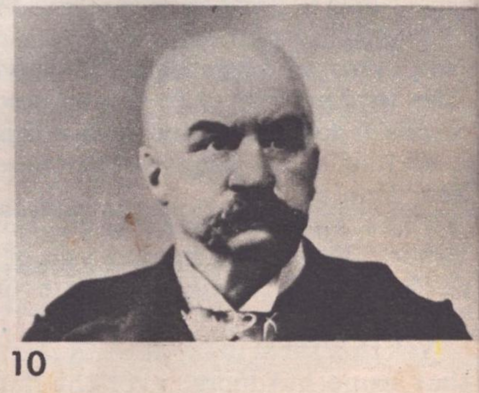
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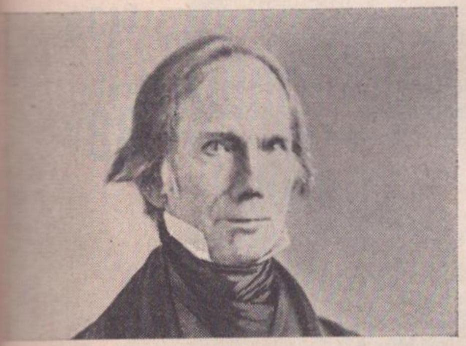
ANSWERS ON PAGE 93

Identify each of these Americans and match him with the saying attributed to him. Score 5 for each identification and matching. A score of 60 is passing, 70 is fair, 80 is good and 90 or more is excellent.

k We are in the midst of a cold war, which is getting warmer.
l You shall not crucify mankind upon a cross of gold.
m We have met the enemy and they are ours.
n You may fire when you are ready, Gridley.
o History is more or less bunk.
p Let's look at the record.
q Politics makes strange bedfellows.
r Don't sell America short.
s There's a sucker born every minute.
t If nominated, I will not accept; if elected, I will not serve.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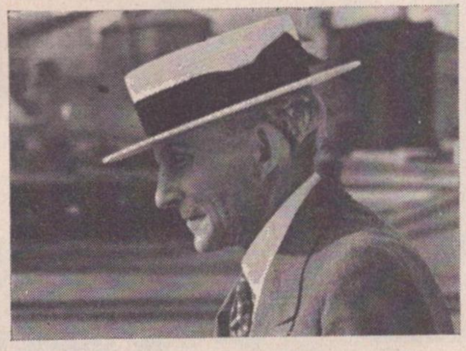
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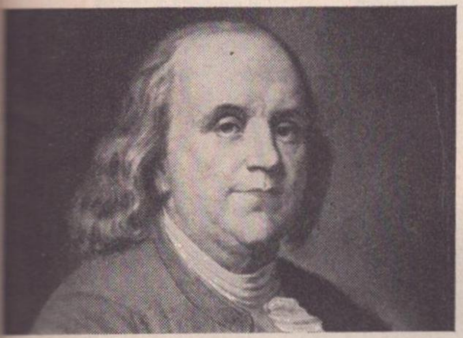
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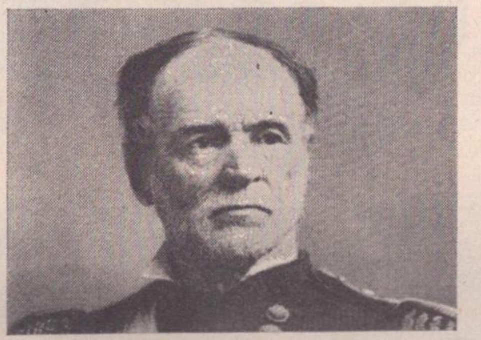
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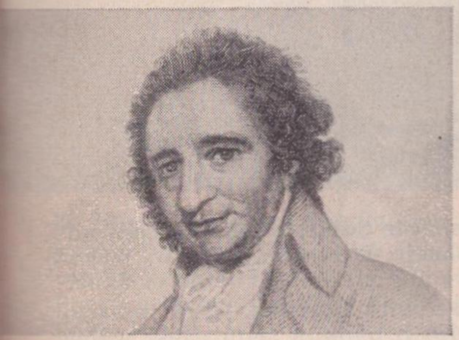
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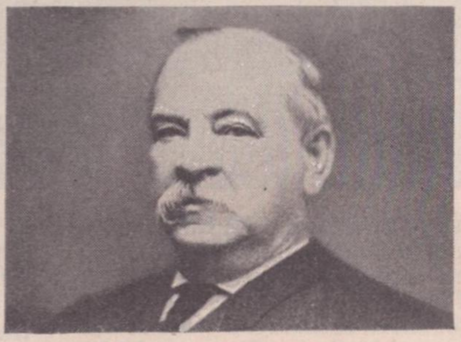
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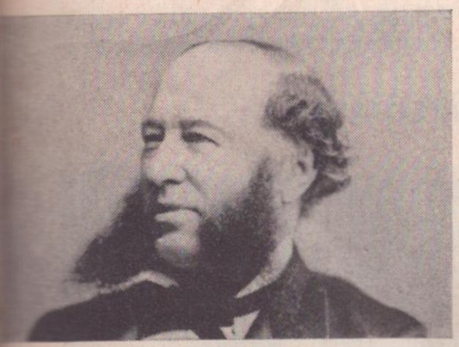
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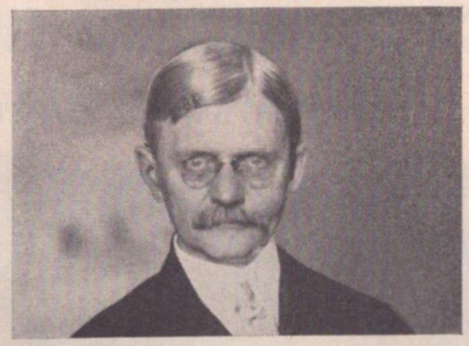
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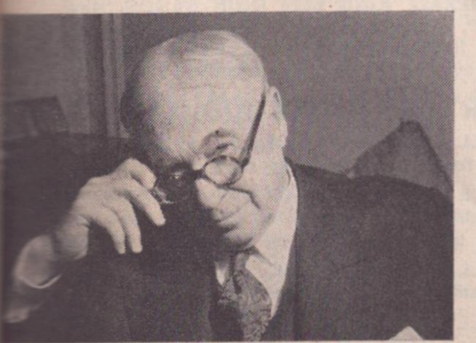
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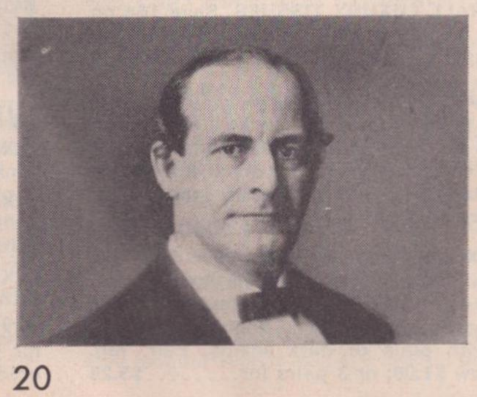
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Photoquiz—Trade-Mark Reg. U. S. Pat. Off. and Canada.

WED · IN · THE · WOOD*
OLD THOMPSON
GLENMORE'S
OLD THOMPSON BRAND
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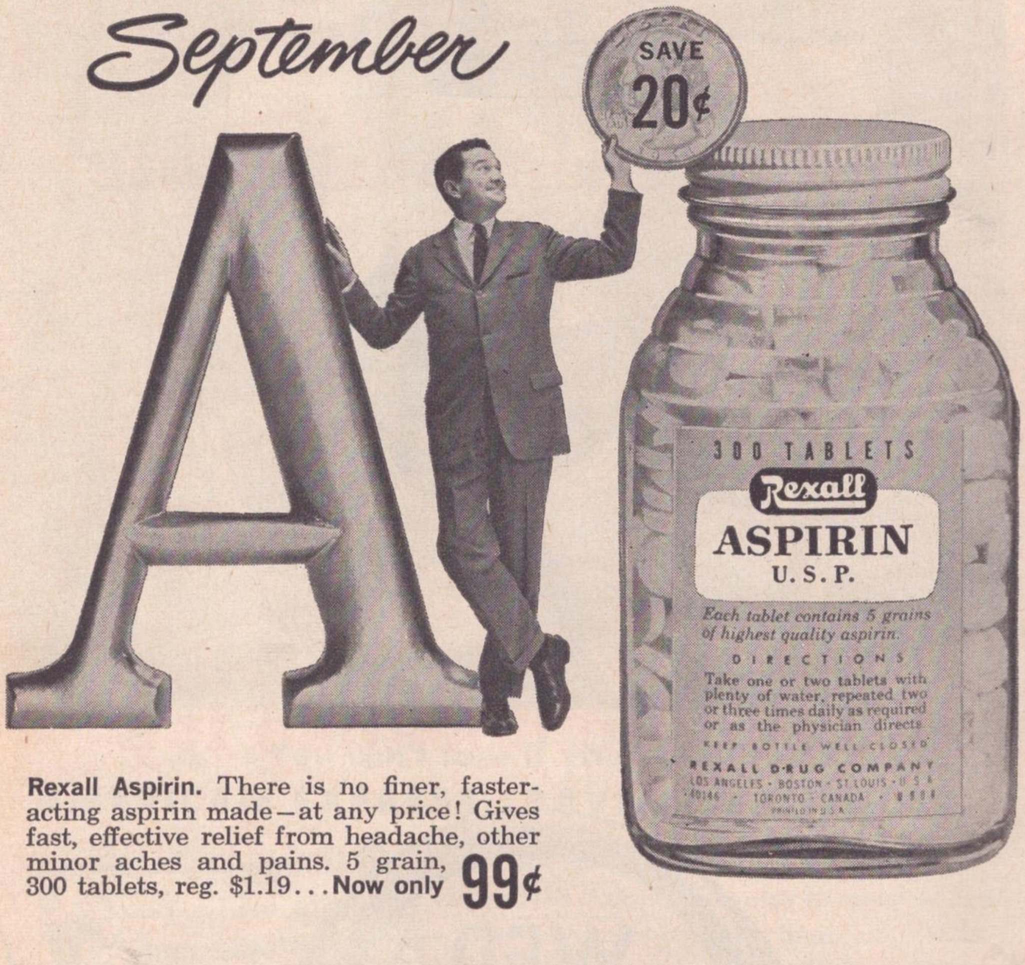
September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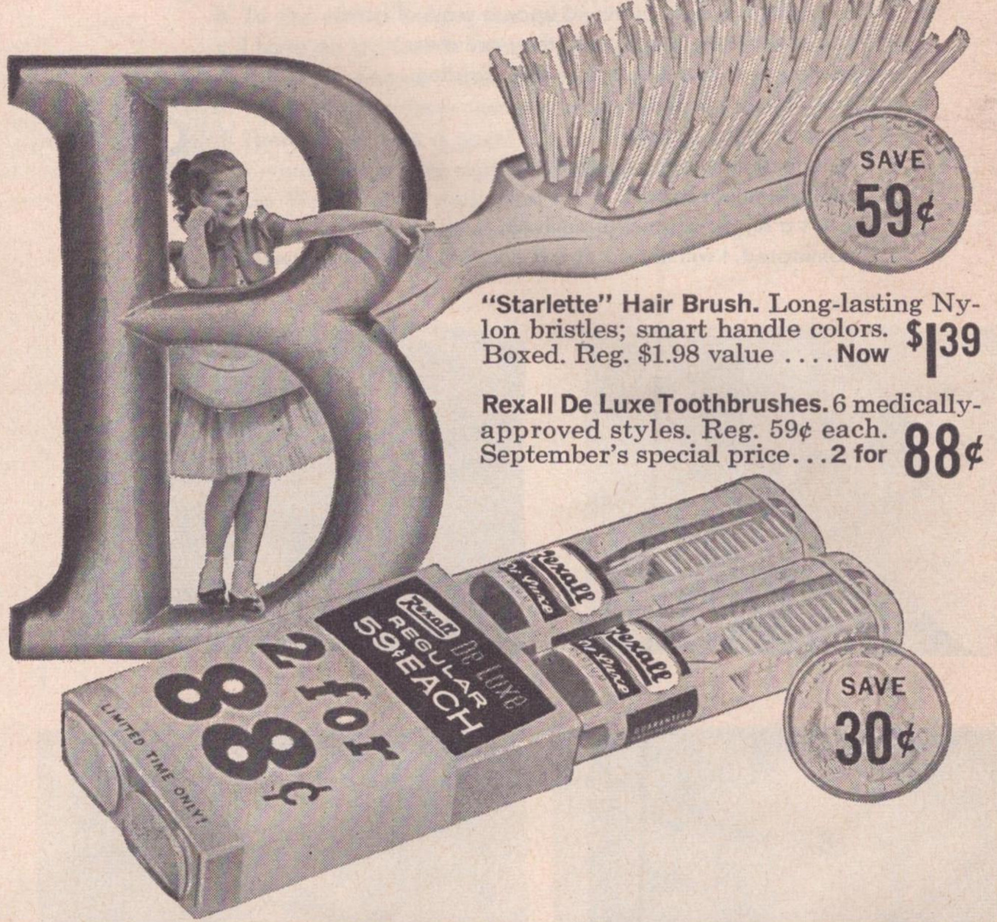

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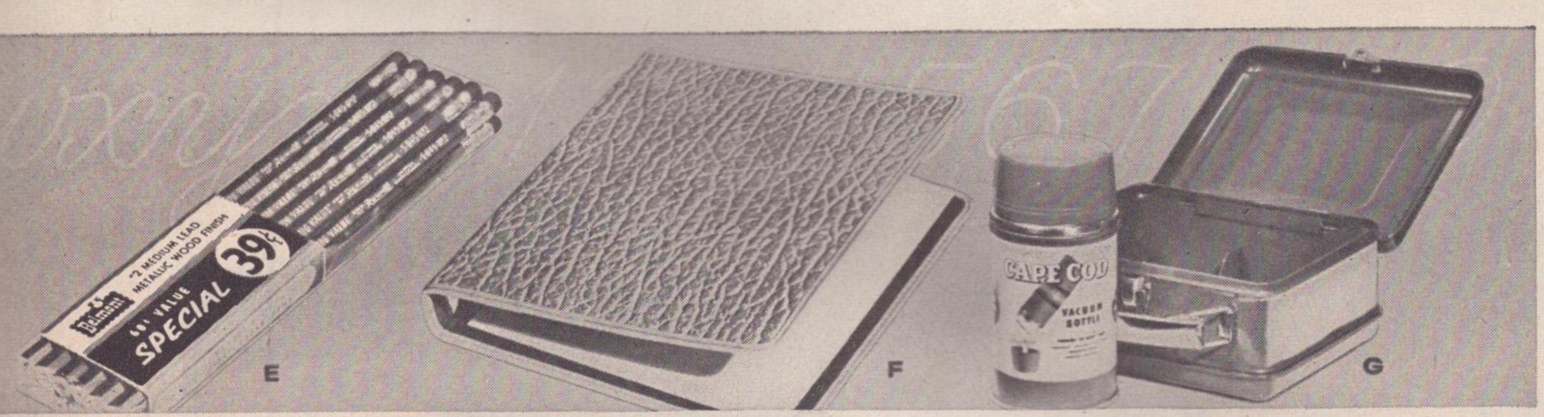

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A CARA NOME TALCUM POWDER. Save 36¢. Finest grade of imported, pure white talc—safe for even baby's sensitive skin! 4-oz. bottle, leak-proof shaker top. Reg. $1.25, **89¢**

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WHITE MINK COLOGNE WITH ATOMIZER. Save $1.11. Another Cara Nome imported-quality cologne. Exotic fragrance. Four-ounce bottle, regularly $3.50, now only........**$2.39**

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BISMA-REX TABLETS, Rexall's exclusive 4-way relief from acid-upset stomach. Ingredients act in relay for quick, effective, prolonged relief. Roll of 12, **10¢**......3 for **25¢**

R.P.R. TABLETS, Rexall's own buffered aspirin for rapid pain relief. 5 grains aspirin plus 2 antacids to prevent stomach upsets. 15, **25¢**

YEAST AND IRON TABLETS, Rexall. Recommended adult dosage supplies 7 times daily requirement of iron plus valuable amounts of Vitamins B_1 and B_2. 100....**89¢**

LOZOTHRICIN. Rexall's antibiotic throat lozenges; cherry-menthol flavored. 12...**69¢**

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PETROFOL, Rexall's mineral oil laxative. Gentle; not habit forming. Full pint.....**59¢**

GERMATINE. Rexall's powerful antiseptic, germicide and fungicide—for cuts, scratches. Doesn't sting or stain. 2 ounces........**39¢**

QUIK-BANDS, Rexall's plastic adhesive bandages; waterproof, flesh-colored, flexible. Plain, mercurochrome. Box of 33.......**39¢**

WITCH HAZEL, Rexall. Refreshing after shaves. Full pint bottle, only..........**57¢**

CHERROSOTE, Rexall's time-tested cough syrup. 12 ingredients; relieves tickling throat, loosens phlegm. Pleasant flavor. ½ pt., **98¢**

JUNIOR SUPER PLENAMINS, Rexall's multi-vitamin formula for children 6 through 11. Has all vitamins with known minimums, plus B_{12}. 5-week supply of 36, only........**$1.79**

ZINC OXIDE OINTMENT, Rexall. Soothes and protects irritated skin. 1-oz. tube, only. . .**23¢**

HEMOTHRICIN Pile Ointment, 1 oz....**$1.29**

UTILITY BOX. Large size; gray hammertone finish; seamless metal. Ideal household "safe." Has lock, key, and handle....**$1.23**

EPOTHRICIN, Rexall's antibiotic first-aid dressing for minor cuts, scratches. Helps prevent infection, promotes healing, forms protective film. No sting or stain. 1 oz., **79¢**

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INSECT REPELLENT. A famous Rexall product that keeps bugs away. Spray on screens, or trouser cuffs to repel common insect pests. 5-ounce Aerosol, only.........**$1.19**

SKIN ANTISEPTIC, Rexall. First-aid for cuts, scratches. 1-ounce bottle, only.........**33¢**

OROTHRICIN, Rexall's antibiotic mouthwash-gargle, soothes simple sore throat while sweetening your breath. ½ pint........**98¢**

DIURETIC PILLS, Rexall. Box of 60.....**75¢**

TRIPLE ACTION COUGH SYRUP, Rexall. Penetrates, stops tickle, cuts phlegm, relieves pain, relaxes cough reflex. 4 oz.. .**98¢**

FUNGI-REX, Rexall's exclusive formula for relieving discomforts of Athlete's Foot. Stops smarting, itching. Loosens infected skin to expose fungus to fungus-killing ingredients. Greaseless, won't stain. 1½-oz. tube. . .**75¢**

KLENZO ANTISEPTIC, Rexall's ruby-red mouthwash, gargle and breath sweetener. Giant 24 oz., reg. $1.09, now just......**89¢**

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Rexall
DRUG STORES

1956 FOOTBALL

Who'll be gridiron kings and win the Rice Award—Michigan State,

UNIVE
OF
OKLAHO

FORECAST

Oklahoma, T.C.U., Georgia Tech or Maryland?

By TIM COHANE SPORTS EDITOR OF LOOK

THERE are five standout favorites for the 1956 national collegiate football championship: Michigan State, Oklahoma, Texas Christian, Georgia Tech and Maryland. Ohio State is also a possibility. If these and the other teams now in fall practice can match on the field the excitement which the college game has engendered in the off-season, especially in the Far West and Midwest, then hang on to your hats, your tickets and your consorts.

Ineligibility penalties imposed on colleges by conferences and/or the National Collegiate Athletic Association for illegal aid to players complicate the task of trying to rank the top 20 this year (see listing at right). Even sharper headaches will belabor the matchmakers for the New Year's bowl games.

Of our top 20 teams, eight will be kept from bowl play for one reason or another as follows: Michigan State from the Rose Bowl, because of the rule which prevents a team from playing there more than once in two years; Ohio State and Washington from the Rose Bowl—conference penalty; Oklahoma from the Orange Bowl—two-year rule; Notre Dame—it opposes bowl participation; Army, also opposes participation, unless it has an exceptionally strong undefeated team, an unlikelihood this year; Auburn—conference and N.C.A.A. penalties; Miami (Fla.)—N.C.A.A. penalties. The segregation laws in Louisiana further becloud the Sugar Bowl picture.

Riding over the uncertainty, we predict the following pairings and results for New Year's Day:

Rose Bowl – Michigan over Stanford.
Sugar Bowl – Tennessee over Texas A. & M.
Cotton Bowl – Texas Christian over Georgia Tech.
Orange Bowl – Maryland over Missouri.
Gator Bowl – Mississippi over Utah.

Among the top candidates for the national championship, Michigan State, with typical speed and unusual heft, is the solid favorite in the Western Conference. It takes a squad blessed with talent, organization and desire to go clean through a Big Ten schedule, plus Notre Dame. But the Spartans are just the boys who can do it, and if they do, they'll be acclaimed national champions.

Walter Kowalczyk and Clarence Peaks are the nation's best halfback pair. The defense, quick, tough and pursuing, is line-backed brilliantly by Dan Currie and captain John Matsko. Duffy Daugherty, 1955 Coach of the Year and Rose Bowl victor over U.C.L.A., should run into no serious problems in the Michigan State line-up.

Runner-up choice is infantry-minded Ohio State, undefeated in 13 straight conference games. Even with Hopalong Cassady gone, it threatens a grinding ground attack, with Frank Ellwood at quarter, Jim Roseboro, Hubert Bobo and Don Sutherin at the halves and Don Vicic and Galen Cisco at fullback. They'll run behind a big line, in which guard Jim Parker may qualify as lineman of the year.

Michigan has to play both Ohio State and Michigan State, which don't play each other. This is a cogent schedule factor in assigning third spot to the Wolverines, but they will land in the Rose Bowl because Ohio State and Michigan State are ineligible. As halfback or end, Ron Kramer should regain the sophomore form he mislaid last year. There are other fine ends, notably Tom Maentz, a top-grade guard in Dick Hill, and a cluster of able backs. There are two substan-

continued

Coach Bud Wilkinson and co-captains Jerry Tubbs and Ed Gray of Oklahoma admire Grantland Rice Award, given to '55 national champions.

THE NATION'S TOP TWENTY

1—MICHIGAN STATE—**Will win 9, lose none:** Stanford (w), Michigan (w), Indiana (w), Notre Dame (w), Illinois (w), Wisconsin (w), Purdue (w), Minnesota (w), Kansas State (w).

2—OKLAHOMA—**Will win 10, lose none:** North Carolina (w), Kansas State (w), Texas (w), Kansas (w), Notre Dame (w), Colorado (w), Iowa State (w), Missouri (w), Nebraska (w), Oklahoma A.&M. (w).

3—TEXAS CHRISTIAN—**Will win 10, lose 1:** Kansas (w), Arkansas (w), Alabama (w), Texas A.&M. (l), Miami (w), Baylor (w), Texas Tech (w), Texas (w), Rice (w), S.M.U. (w), and Georgia Tech in the Cotton Bowl (w).

4—GEORGIA TECH—**Will win 10, lose 1:** Kentucky (w), S.M.U. (w), L.S.U. (w), Auburn (w), Tulane (w), Duke (w), Tennessee (w), Alabama (w), Florida (w), Georgia (w), and T.C.U. in the Cotton Bowl (l).

5—MARYLAND—**Will win 11, lose none:** Syracuse (w), Wake Forest (w), Baylor (w), Miami (w), North Carolina (w), Tennessee (w), Kentucky (w), Clemson (w), South Carolina (w), North Carolina State (w), and Missouri in the Orange Bowl (w).

6—OHIO STATE—**Will win 8, lose 1:** Nebraska (w), Stanford (w), Illinois (l), Penn State (w), Wisconsin (w), Northwestern (w), Indiana (w), Iowa (w), Michigan (w).

7—MICHIGAN—**Will win 8, lose 2:** U.C.L.A. (w), Michigan State (l), Army (w), Northwestern (w), Minnesota (w), Iowa (w), Illinois (w), Indiana (w), Ohio State (l), and Stanford in the Rose Bowl (w).

8—ILLINOIS—**Will win 7, lose 2:** California (w), Washington (w), Ohio State (w), Minnesota (w), Michigan State (l), Purdue (w), Michigan (l), Wisconsin (w), Northwestern (w).

9—NOTRE DAME—**Will win 8, lose 2:** S.M.U. (w), Indiana (w), Purdue (w), Michigan State (l), Oklahoma (l), Navy (w), Pittsburgh (w), North Carolina (w), Iowa (w), Southern California (w).

10—TENNESSEE—**Will win 8, lose 3:** Auburn (w), Duke (w), Chattanooga (w), Alabama (w), Maryland (l), North Carolina (w), Georgia Tech (l), Mississippi (w), Kentucky (l), Vanderbilt (w), and Texas A.&M. in the Sugar Bowl (w).

11—PITTSBURGH—**Will win 7, lose 2, tie 1:** West Virginia (w), Syracuse (w), California (w), Duke (w), Oregon (w), Minnesota (w), Notre Dame (l), Army (t), Penn State (w), Miami (l).

12—TEXAS A.&M.—**Will win 7, lose 4:** Villanova (w), L.S.U. (w), Texas Tech (w), Houston (l), T.C.U. (w), Baylor (l), Arkansas (w), S.M.U. (w), Rice (w), Texas (l), and Tennessee in the Sugar Bowl (l).

13—ARMY—**Will win 7, lose 1, tie 1:** V.M.I. (w), Penn State (w), Michigan (l), Syracuse (w), Columbia (w), Colgate (w), William & Mary (w), Pittsburgh (t), Navy (w).

14—MISSISSIPPI—**Will win 9, lose 2:** North Texas State (w), Kentucky (w), Houston (w), Vanderbilt (w), Tulane (w), Arkansas (w), L.S.U. (l), Memphis State (w), Tennessee (l), Mississippi State (w), and Utah in the Gator Bowl (w).

15—AUBURN—**Will win 7, lose 3:** Tennessee (l), Furman (w), Kentucky (l), Georgia Tech (l), Houston (w), Florida (w), Mississippi State (w), Georgia (w), Florida State (w), Alabama (w).

16—STANFORD—**Will win 7, lose 4:** Washington State (w), Michigan State (l), Ohio State (l), San Jose State (w), Oregon (w), Southern California (w), U.C.L.A. (w), Oregon State (l), Washington (w), California (w), and Michigan in the Rose Bowl (l).

17—DUKE—**Will win 7, lose 3:** South Carolina (w), Virginia (w), Tennessee (l), S.M.U. (w), Pittsburgh (l), North Carolina State (w), Georgia Tech (l), Navy (w), Wake Forest (w), North Carolina (w).

18—MIAMI—**Will win 8, lose 2:** South Carolina (w), Boston College (w), Maryland (l), Georgia (w), Texas Christian (l), Florida State (w), Clemson (w), West Virginia (w), Florida (w), Pittsburgh(w).

19—VANDERBILT—**Will win 7, lose 3:** Georgia (w), Chattanooga (w), Alabama (w), Mississippi (l), Florida (l), Middle Tennessee State (w), Virginia (w), Kentucky (w), Tulane (w), Tennessee (l).

20—WASHINGTON—**Will win 7, lose 3:** Idaho (w), Minnesota (w), Illinois (l), Oregon (w), Southern California (l), California (w), Oregon State (w), U.C.L.A. (w), Stanford (l), Washington State (w).

(w) stands for "win," (l) for "lose" and (t) for "tie." Symbols refer to rated team whose schedule is listed.

NOTE: The modification of ineligibility penalties against Southern California and U.C.L.A. seniors before the beginning of the season could put those teams among the top 20.

Illinois speed, paced by Mitchell and Jefferson, can make big trouble in the Big Ten

tial reasons for assaying Illinois as a true dark horse. The Illini backs, led by Bob Mitchell and Harry Jefferson, are the fastest as a group in the conference, if not the country. The line, with big sophs moving in, looks greatly improved. Only the quarterback situation may retard progress. Len Dawson's passing to Lamar Lundy may edge Purdue into the first division. (For complete rankings and names of other outstanding players of the Big Ten and other conferences, see the listings on pages 76 and 77.)

Notre Dame has the nation's ranking quarterback in Paul Hornung, but must rely heavily on the sophomore crop. The Irish should be able to negotiate the early part of their schedule. But even the fast development of sophomores would not seem to enable them to handle Michigan State and Oklahoma on successive week ends. A representative N.D. team, good, tough but not great, is capable of a 7-3 or, at a maximum, an 8-2 season. But the Irish will zoom in 1957.

In the Southeastern Conference, Georgia Tech, with a break or two—and the Yellow Jackets usually get 'em—can go all the way. Tech has exceptional over-all speed and maybe the nation's most qualitative backfield depth. Headline backs are Wade Mitchell, quarter, and George Volkert, half.

Tennessee has its most difficult schedule in history, but can finish second in the S.E.C. Tailback Johnny Majors, who sparks Bowden Wyatt's single-wing, is the most valuable back in the South. Other standouts: tackle John Gordy and end Buddy Cruze.

Ole Miss still has fullback Paige Cothren, halfback Eddie Crawford and speedy tackle Billy Yelverton, but the lack of 1955's quality in depth may cause a couple of defeats. Auburn, with the material rolling in regularly, features a winning end in Jimmy (Red) Phillips and a stalwart guard in Ernie Danjean.

At Vanderbilt, Art Guepe has a potent nucleus on attack with quarterback Don Orr and halfback Phil King, but the pass catching and the line, except at tackle, figure weaker. However, the schedule is favorable. Well-organized Kentucky boasts top linemen in tackle Lou Michaels and center Dave Kuhn, but will do well to split even in the S.E.C.'s toughest schedule. L.S.U. boasts a top passer in M. C. Reynolds and a tackle, both mobile and monstrous, in Earl Leggett. Mississippi State's soph speedster Billy Stacy may become a replica of Art Davis. If he does, he may be sophomore of the year.

The Atlantic Coast Conference finds Maryland shaping up powerfully again under new coach Tommy Mont, who succeeded Jim Tatum, now at North Carolina. Frank Tamburello will throw more passes at quarterback. With Tom Selep sound at fullback, the inside attack will have more fire power. The big, powerful line has three exceptional tackle anchors. They are Mike Sandusky, Al Wharton and Ed Heuring. Jack Davis is an A-1 guard.

Duke should match Maryland with a spotless A.C.C. slate. The Blue Devils have two excellent split-T quarters—Sonny Jurgensen and soph Bob Brodhead. Ends Buddy Bass and Bill Thompson and tackle Sid DeLoatch have four-star rating, but the line generally may need rebuilding. Clemson, with more depth than a year ago, looks to speedy halfback Joel Wells and tackle Dick Marazza to lead a good season. Tatum has stepped up organization and morale at North Carolina and will win some conference games. But the Tar Heels are overscheduled with Oklahoma, Maryland and Notre Dame.

Miami, with no Georgia Tech and Notre Dame pressure games on the schedule, may better last year's somewhat disappointing 6-3 record. The Hurricanes have a great fullback in Don Bosseler. West Virginia, best of the Southern Conference, can give Pitt, Penn State, Texas, Syracuse and Miami some worrisome moments.

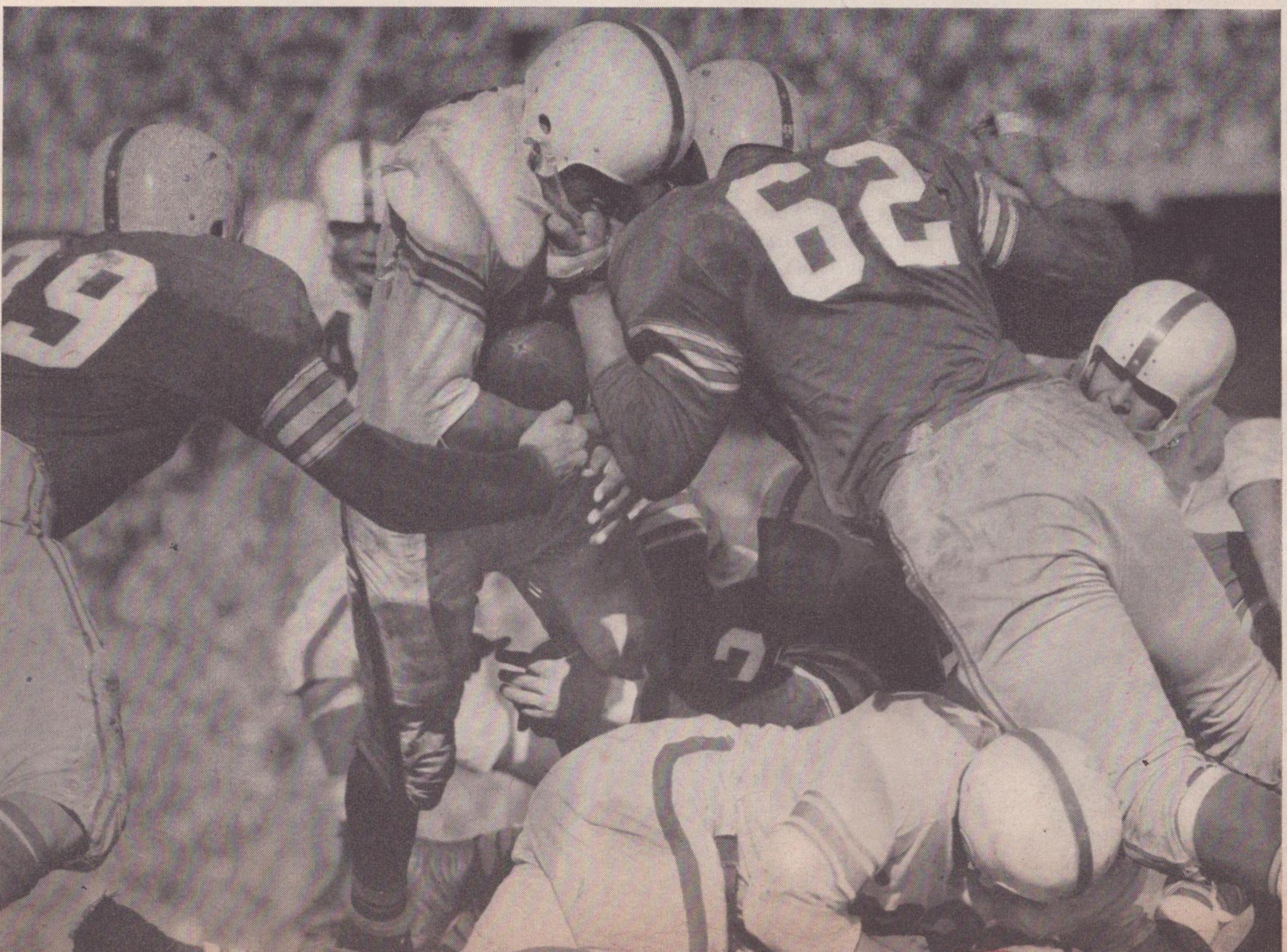
In the traditionally unpredictable Southwest Conference, the pick is Texas Christian. Snaky-hips Jim Swink, dynamic carrier, and Norman Hamilton, smart, spirited tackle, headline a squad that may well make Abe Martin the Coach of the Year.

Texas Aggies have good coaching and hustle, strong attackers in fullback Jack Pardee and halfback John Crow and a solid line. Reserves are questionable, and so is the quarterback spot, unless sophomore Luther Hall can make the switch from halfback.

Arkansas will have probably the league's best quarterback, George Walker. If Doyle Traylor holds up physically at quarter, Baylor has the troops to be tough, especially Bill Glass at guard. Walt

continued

Jim Parker, No. 62, Ohio State's star guard, claws at Indiana's Milt Campbell. He may turn out to be the lineman of the year.



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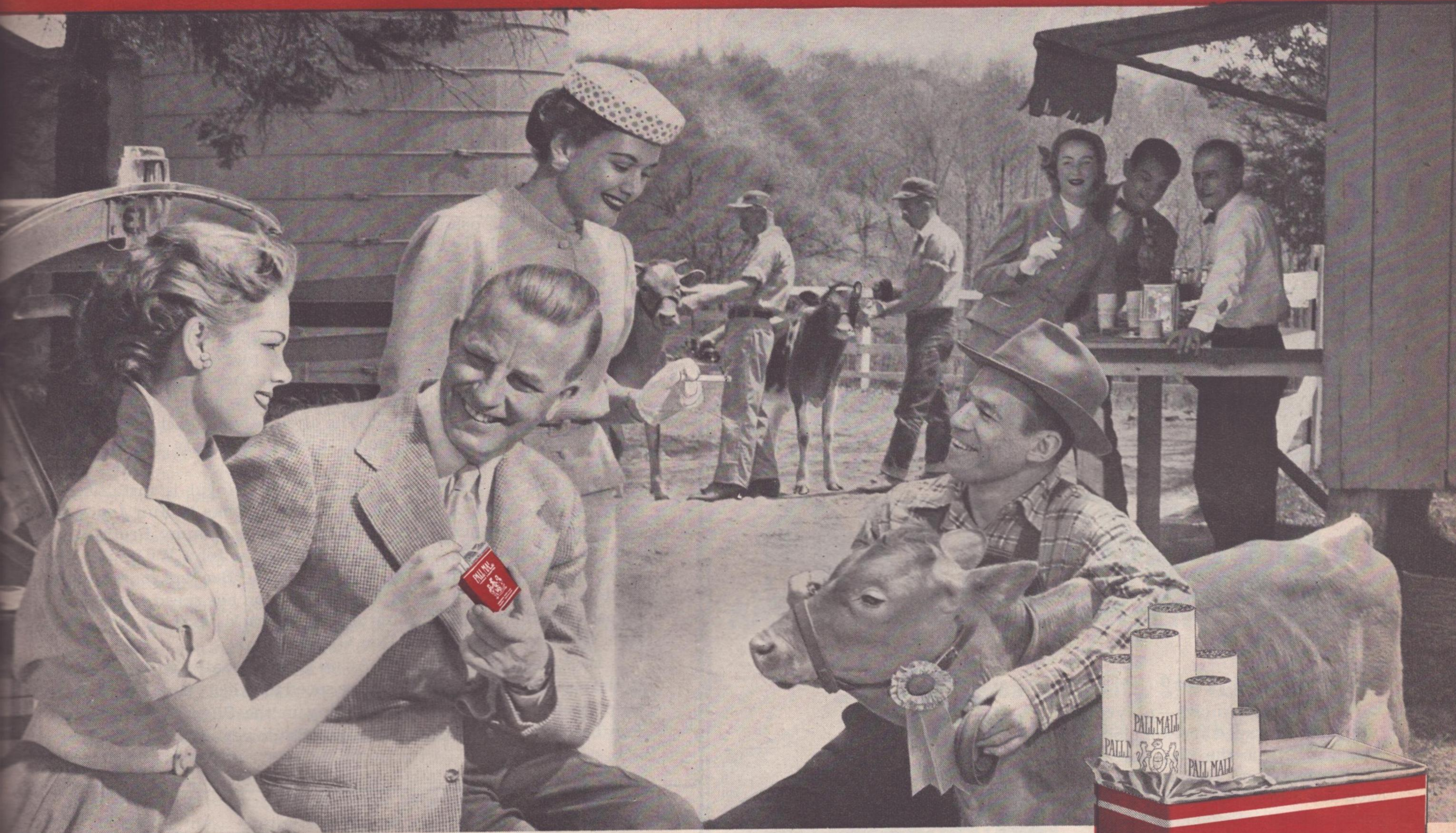

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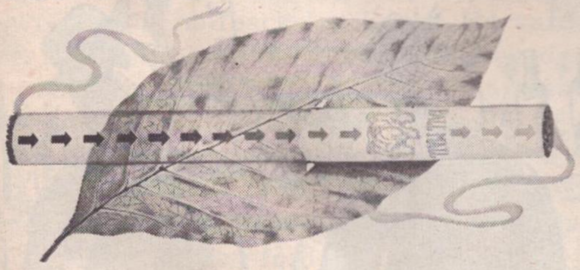

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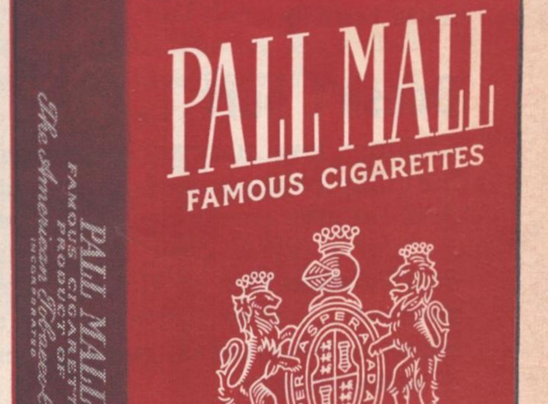
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Pittsburgh has power, Army has speed; their game may decide Eastern title

Fondren leads a pretty good backfield at Texas, but the line, except for Louis Del Homme, doesn't impress. Rice and S.M.U. are picked to finish in the rear, but Don Gillis, Rice, may be the top S.W.C. center.

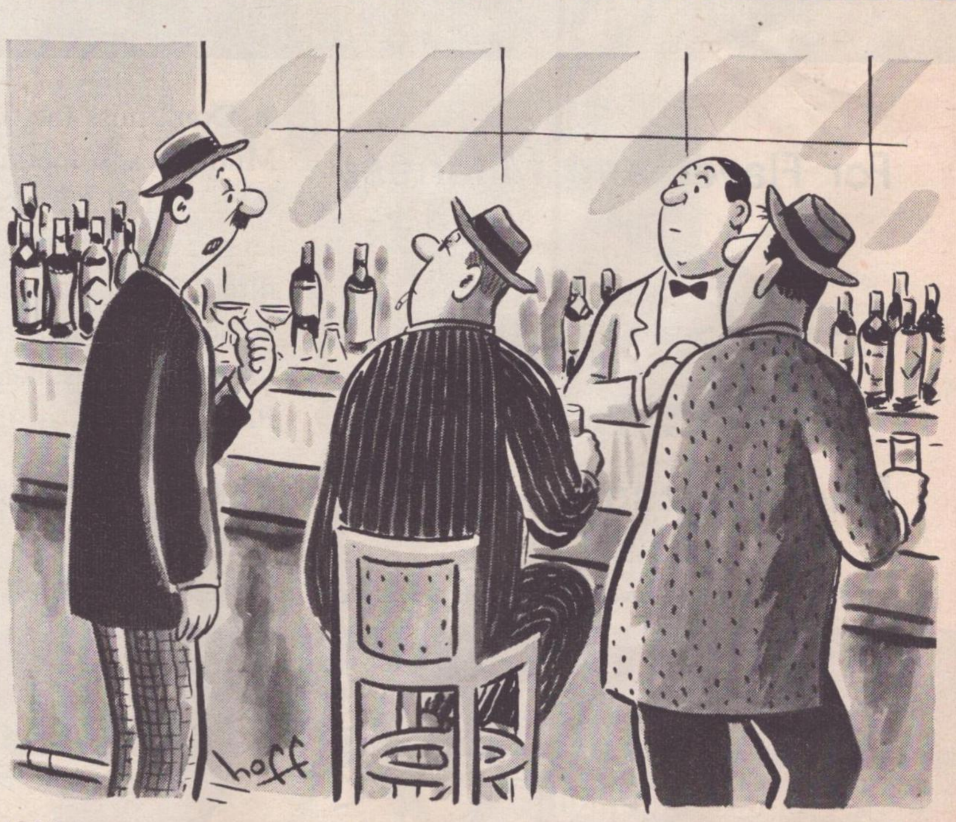
Oklahoma, Big Seven titan, has won 30 consecutive games and scored in 106 straight. Bud Wilkinson's Big Red should extend these figures to 40 and 116. All the ingredients are here: material, coaching, spirit. Co-captains Jerry Tubbs, center, and Ed Gray, tackle; John Bell, end; halfbacks Tommy McDonald and Clen Thomas; quarterback Jimmy Harris and guard Bill Krisher key the personnel. Missouri, in what may be Don Faurot's farewell to coaching, probably will finish second. Nebraska, coached by Pete Elliott, former Wilkinson aide, isn't ready yet, but might vie for the runner-up spot.

In the Pacific Coast Conference, Stanford is the favorite for the championship, with Washington a strong runner-up. Even if penalties had not been slapped on Southern California and U.C.L.A., Stanford would still have been a tri-favorite. The Indians will rely mainly on John Brodie's passes to halfback Paul Camera and ends Gary Van Galder and Jerry Beatie. Paul Wiggin is a class tackle.

What type of teams S.C. and U.C.L.A. would field was a question at this writing. Southern Cal, even without the part-time use of its seniors (see list of seniors on page 76), was expected to field the best team possible and win more than half its games. U.C.L.A. expected to leave it up to its sophomore and junior players to choose which year they would take their ineligibility. If they decided to take it all at one time, the Bruins would indeed be weak in '56, but would be back full strength after that. The alternative of each class taking its ineligibility as seniors would mean mediocrity for the next three seasons.

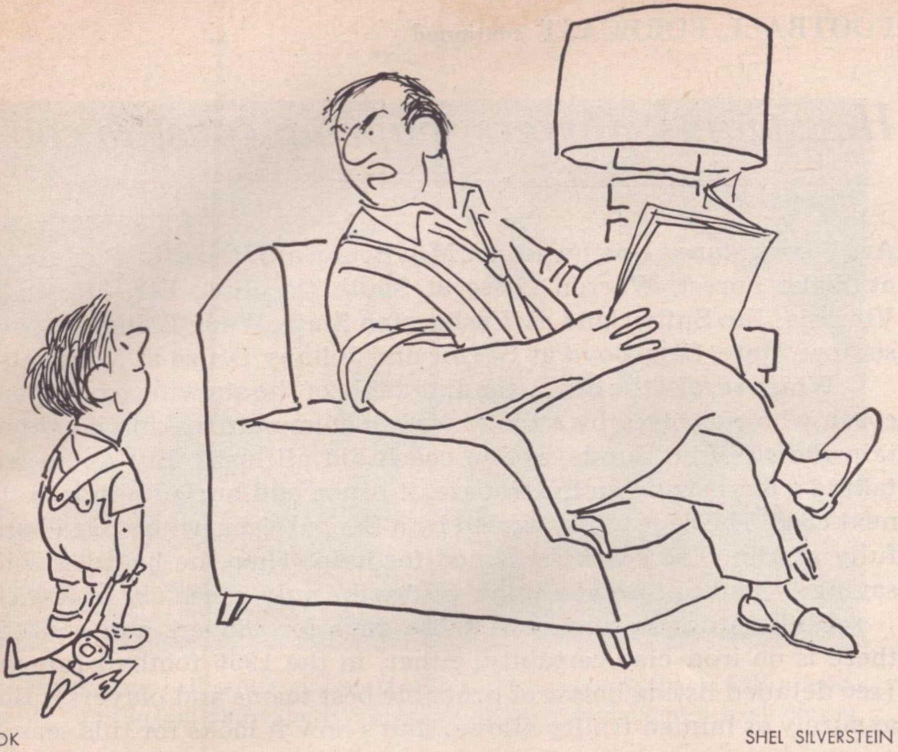
The split-T, which new coach Darrell Royal is installing at Washington, will be implemented by such backs as Jim Jones, Al Ferguson and Luther Carr. At Oregon State, Tommy Prothro has two stars in halfback Joe Francis and tackle John Witte. But the schedule is tougher than a year ago, and the Beavers may have to settle for a 4-3 record and fifth place. Oregon has speed but a quarterback problem. Cal is counting on fullback Jerry Drew, tackle Ron Wheatcroft and guard Don Gilkey.

Back East, the Pittsburgh-Army game probably will be the best in the section. Pitt has a little more speed than last year's team, which outplayed Georgia Tech while losing in the Sugar Bowl. But the Panther will still concentrate on inside power, mixed with Corny



LOOK SYD HOFF

"I just gave my wife a good listening to."



LOOK SHEL SILVERSTEIN

"All right, all right, you can grow a mustache—now let me alone!"

Salvaterra's passes, principally to end Joe Walton, who may be the East's best player. Another Pitt boy to watch closely is 245-pound tackle Jim McCusker.

As usual, Red Blaik will field a hard-hitting mobile Army team. Guard Stan Slater is of All America caliber. Quarterback continues a problem, with Dave Bourland currently holding the inside track against sophs Pete Dawkins and Charlie Darby, both southpaw passers. The line will be about 1½ deep and rugged, the passing game ordinary, the backfield adequate. Best of a reasonably fair crop of runners may be nifty sophomore Gene Mikelonis.

Syracuse has Big Jim Brown and Jim Ridlon, above-average halfbacks, plus sophs of promise, high hopes and a murderous early-season schedule, with Maryland, Pitt and Army. Navy, faced with the job of trying to replace quarterback George Welsh, may not top .500. The Middies' best are halfback Ned Oldham and center Wilson Whitmire. With Guy Martin at quarter and Lucian Mascellino, key guard, Colgate can expect a strong year. Holy Cross, with Bill Smithers in shape, can move up ahead of Boston College. The Crusaders have some impressive sophs. Penn State is in a rebuilding stage.

In the Ivy League, Yale should be a favorite. The Elis have Dean Loucks and Dick Winterbauer to throw, Paul Lopata to catch, halfbacks Dennis McGill and Al Ward to run and catch and Steve Ackerman to hit the middle. A valid line is led by Mike Owseichik, who may shift to guard, to make room for Alex Kroll, star soph center.

Improved line prospects and good backfield speed, especially in Irv Roberson, make Cornell the runner-up choice. Princeton's first line is adequate, but its backfield, except for quarter John Sapoch, is new. Dartmouth is a real dark horse. Bob Blackman and staff have things humming at Hanover. Stickouts are end Monte Pascoe and fullback Bob Rex, and a goodly soph group includes guard Dave Lawrence and halfback Jim Burke. Harvard has good backs, a weak line. Penn, still limping, might finish ahead of Brown and Columbia.

All Americans? The LOOK 22-man team, to be picked by the Football Writers Association, may well include some of these:

Ends—Walton of Pittsburgh, Phillips of Auburn, Maentz or Kramer (if he plays end) of Michigan and Lundy of Purdue.

Tackles—Leggett of Louisiana State, Hamilton of Texas Christian, Wiggin of Stanford, Witte of Oregon State and Sandusky of Maryland.

Guards—Parker of Ohio State, Slater of Army, Currie of Michigan State and Davis of Maryland.

Centers—Tubbs of Oklahoma and Gillis of Rice.

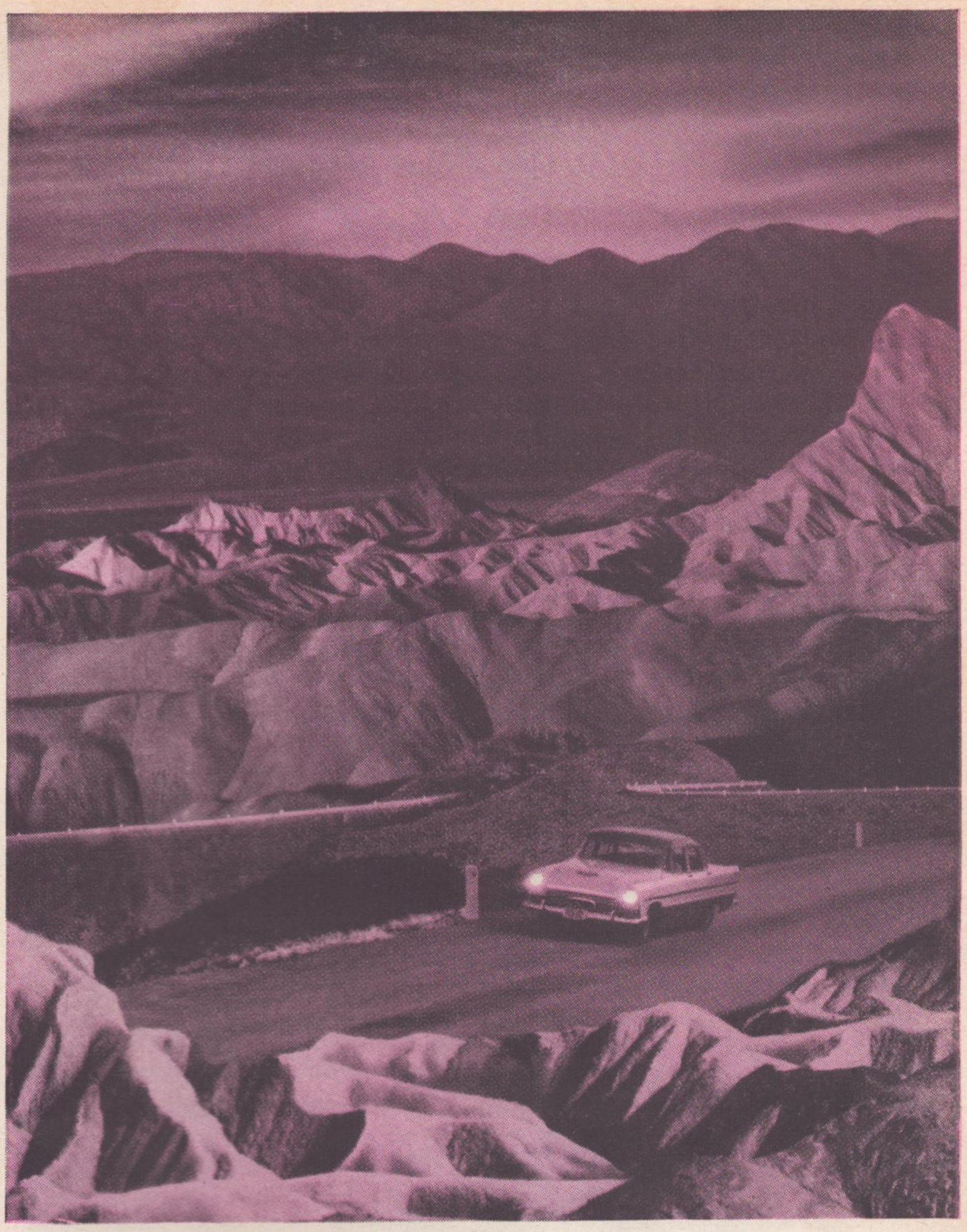
Quarterbacks—Hornung of Notre Dame; Mitchell of Georgia Tech.

Halfbacks—Majors of Tennessee, McDonald of Oklahoma, Swink of Texas Christian, Kowalczyk and Peaks of Michigan State.

Fullbacks—Bosseler of Miami, Roberts of Southern California, Pardee of Texas A. & M. and Cothren of Mississippi.

There is the usual coaching turnover. Besides the new coaches already mentioned, other notables are Jack Mollenkopf at Purdue,

continued



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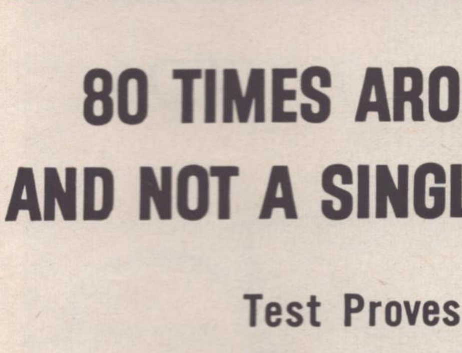

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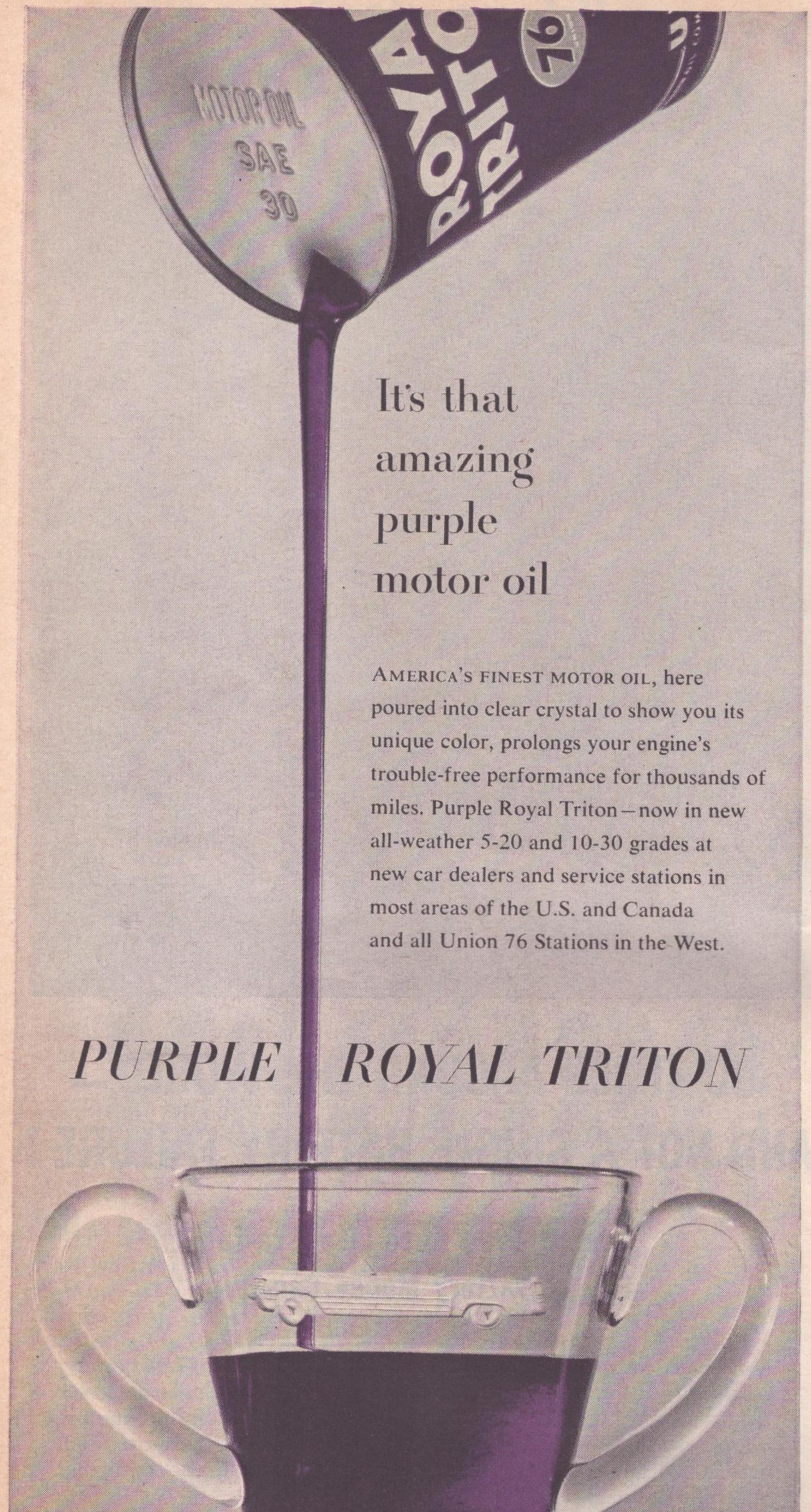

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How teams, players shape up coast to coast

Ara Parseghian at Northwestern, Milt Bruhn at Wisconsin, Paul Amen at Wake Forest, Warren Giese at South Carolina, Ben Martin at Virginia, Jim Sutherland at Washington State, Wade Walker at Mississippi State, Sam Boyd at Baylor and Johnny Druze at Marquette.

Which recalls the heart-rending fable of the starving ex-football coach who was hired by a zoo to wear a chimpanzee skin and entertain the children Sundays. The coach did all right. But as he was taking a final swing on his trapeze, it broke and hurled him into the next cage. The cage was occupied by a Bengal tiger, who stared balefully at him. The coach screamed for help. Then, he heard a voice saying: "Shut up! Do you think you're the only coach out of work?"

With things so uncertain these days for players *and* coaches, there is no iron-clad certainty, either, in the 1956 football forecast (see detailed listing below of probable best teams and players). But, as surely as human frailty allows, that's how it looks for this season.

WEST COAST

THE BEST: STANFORD

PACIFIC COAST CONFERENCE: Champion—Stanford. Runner-up—Washington. Others in order: Oregon State, Oregon, California, Washington State, Idaho. (Southern California and U.C.L.A. cannot be assayed until final determination of ineligibility penalties against their players.)

TOP INDEPENDENTS: College of the Pacific, San Jose State.

STAR PLAYERS: Brodie, b, Camera, b, Van Galder, e, Wiggin, t, *Stanford;* Francis, b, Wesley, b, Berry, b, Witte, t, *Oregon State;* Shanley, b, Morris, b, Brown, b, T. Crabtree, b, McHugh, e, *Oregon;* Drew, b, Ramseier, e, Wheatcroft, t, Gilkey, g, *California;* Steiger, b, Alvarado, b, *Washington State;* Braden, b, Foster, t, Kramer, g, *Idaho;* Roberts, b, Rubke, c, *Southern California;* Matheny, c, Dressel, c, *U.C.L.A.;* Dunn, b, Green, b, Ferguson, b, Jones, b, Carr, b, Day, t, *Washington.*

SENIOR PLAYERS WHO WILL BE ELIGIBLE FOR ONLY FIVE CONSECUTIVE GAMES: Arnett, b, Kissinger, b, Merk, b, Hall, b, Decker, b, Isaacson, b, Leimbach, e, Keehn, e, Enright, t, Belotti, t, Abram, t, Fletcher, t, Westphal, t, Willott, g, *Southern California;* Knox, b, Hollaway, b, Ballard, b, Bergdahl, b, Shinnick, b, Bradley, b, McDougall, b, O'Garro, e, Adams, e, Dills, t, Birren, g, Thaxter, g, *U.C.L.A.*

SOUTHWEST

THE BEST: TEXAS CHRISTIAN

SOUTHWEST CONFERENCE: Champion—Texas Christian. Runner-up — Texas A.&M. Others in order: Arkansas, Baylor, Texas, Rice, Southern Methodist.

TOP INDEPENDENT: Texas Tech.

BORDER CONFERENCE: Champion—Arizona State. Runner-up—Texas Western. Others in order: Hardin-Simmons, Arizona, West Texas State, New Mexico A.&M.

DARK HORSE: Hardin-Simmons.

STAR PLAYERS: Swink, b, Curtis, b, Hallbeck, b, Dike, b, Hamilton, t, Cooper, t, *Texas Christian;* Pardee, b, Crow, b, Krueger, t, Hale, c, *Texas A.&M.;* Walker, b, Horton, b, Underwood, b, Nesbitt, b, Smith, t, Boles, t, Donathan, c, *Arkansas;* Shofner, b, Traylor, b, Jones, b, DeGrazier, e, Glass, g, *Baylor;* Fondren, b, Clements, b, George, b, Matthews, b, Kennon, t, Del Homme, c, *Texas;* Hill, b, Ryan, b, Alsbrook, b, Whitmire, t, Thompson, g, Gillis, c, *Rice;* Masters, b, Jackson, b, Click, b, Gentry, e, Keller, g, Livingstone, c, *Southern Methodist;* Hill, b, Williams, b, Kilcullen, t, Broadfoot, g, *Texas Tech;* Mitcham, b, Burton, b, Graybill, b, Mackey, e, *Arizona State;* Maynard, b, Bevers, b, Ward, b, Forrest, e, George, g, *Texas Western;* Ford, b, Massegee, b, Baird, e, Berry, e, Cockrell, t, *Hardin-Simmons;* Luppino, b, Arrigoni, b, Hunsaker, b, Crabtree, b, Anderson, t, Brown, g, Hatcher, c, *Arizona;* Hillman, b, Mills, b, Wright, t, *West Texas State;* Kelly, b, *New Mexico A.&M.*

MIDWEST

THE BEST: MICHIGAN STATE

WESTERN CONFERENCE: Champion—Michigan State. Runner-up—Ohio State. Others in order: Michigan, Illinois, Purdue, Minnesota, Iowa, Indiana, Northwestern, Wisconsin.

DARK HORSE: Illinois.

TOP INDEPENDENTS: Notre Dame, Marquette, Dayton, Cincinnati, Drake.

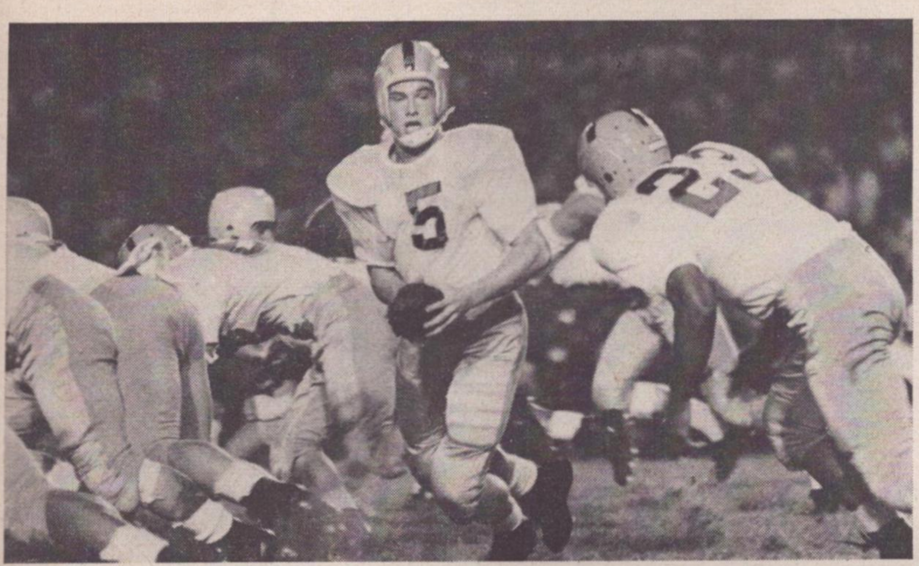
BIG SEVEN CONFERENCE: Champion—Oklahoma. Runner-up—Missouri. Others in order: Kansas, Nebraska, Colorado, Kansas State, Iowa State.

MISSOURI VALLEY CONFERENCE: Champion — Houston. Runner-up — Wichita. Others in order: Detroit, Tulsa, Oklahoma A.&M.

DARK HORSE: Detroit.

MOUNTAIN STATES CONFERENCE: Champion — Utah. Runner-up — Wyoming. Others in order: Denver, Utah State, Colorado A.&M., New Mexico, Montana, Brigham Young.

STAR PLAYERS: Peaks, b, Kowalczyk, b, Kaiser, e, Burke, t, Currie, g, Matsko, c, *Michigan State;* Ellwood, b, Sutherin, b, Vicic, b, Bobo, b, Roseboro, b, Parker, g, *Ohio State;* Kramer, b, Barr, b, Maddock, b, Maentz, e, Hill, g, *Michigan;* Mitchell, b, Jefferson, b, Woodson, b, Nitschke, b, Nietupski, t, Oliver, g, Minor, c, *Illinois;* Dawson, b, Dillard, b, Barnes, b, Lundy, e, Clasey, g, *Purdue;* Cox, b, McNamara, b, Hobert, t, Maas, c, *Minnesota;* Ploen, b, Nocera, b, Gilliam, e, Klein, g, Deasy, g, Suchy, c, *Iowa;* Cichowski, b, Fee, b, Bomba, e, Amstutz, c, *Indiana;* Pienta, b, Fowler, b, Smith, t, Viola, g, Ringer, c, *Northwestern;* Levenhagen, b, Lewis, b, Howard, e, Kolian, e, *Wisconsin;* Hornung, b, Morse, b, Lewis, b, Prendergast, e, Wetoska, e, Mosca, t, Nagurski, t, Ecuyer, g, *Notre Dame;* Hermsen, b, Safran, b, Campbell, c, *Marquette;* Smith, b, Weeks, b, Ward, g, Shanen, g, *Dayton;* Del Rosa, c, *Cincinnati;* Waterhouse, b, LaBrasca, b, Mertens, e, *Drake;* McDonald, b, Harris, b, Thomas, b, Bell, e, Krisher, g, Tubbs, c, *Oklahoma;* Doane, b, Hunter, b, Roll, b, Czapla, t, Martin, g, *Missouri;* Preston, b, Marshall, b, D. Lewis, g, Wahlmeier, c, Black, c, *Kan-*



Paul Hornung, brilliant and powerful Notre Dame quarterback, will provide valuable equilibrium and experience for the heavily sophomored Irish eleven.

sas; Greenlaw, b, Torczon, g, Berguin, c, *Nebraska;* Bayuk, b, Worden, b, Clarke, e, Leahy, e, Stapp, t, Wooten, g, *Colorado;* Pfeifer, b, Nesmith, b, Addeo, b, Bletscher, g, Rainsberger, g, *Kansas State;* Rippel, b, Shupe, b, Tweeten, t, Sparks, t, *Iowa State;* Johnson, b, Flynn, b, Smith, b, Allen, t, Terry, t, Spitzenberger, g, *Houston;* Hinman, b, Klisanin, b, Bretches, t, Puetz, g, *Wichita;* Russell, b, Piskach, b, Richards, e, *Detroit;* Hughes, b, McCord, b, Scholtz, b, Wynes, b, Yonkers, g, Black, c, *Tulsa;* D. Wood, b, Rundle, b, Motley, e, Underwood, g, *Oklahoma A.& M.;* Fields, b, Vaughan, b, Boss, e, Amizich, t, Merritt, g, Butler, c, *Utah;* Crawford, b, Watts, b, R. Marshall, e, Higgins, t, *Wyoming;* Pocock, b, Wilson, b, Wegelin, b, Pitts, e, Stuart, t, Jackson, g, *Denver;* Hill, b, Whatcott, b, Jones, e, Harvath, e, Sorenson, t, Lund, g, *Utah State;* Barnes, b, Walter, b, Fisher, t, Weber, c, *Colorado A.& M.;* Apodaca, b, Lott, b, Bursey, b, Barefoot, e, Nesbitt, g, *New Mexico;* Connors, b, Kaiserman, b, Bray, b, Hurley, e, McGihon, t, Renning, g, *Montana;* Dixon, b, Jacobson, b, Weenig, g, *Brigham Young.*

SOUTH

THE BEST: GEORGIA TECH

SOUTHEASTERN CONFERENCE: Champion—Georgia Tech. Runner-up—Tennessee. Others in order: Mississippi, Auburn, Vanderbilt, Kentucky, Louisiana State, Tulane, Florida, Georgia, Mississippi State, Alabama.

DARK HORSE: Mississippi.

TOP INDEPENDENTS: Miami, Florida State.

ATLANTIC COAST CONFERENCE: Co-champions—Maryland, Duke. Runner-up—Clemson. Others in order: North Carolina, North Carolina State, South Carolina, Wake Forest, Virginia.

SOUTHERN CONFERENCE: Champion — West Virginia. Runner-up — Virginia Tech. Others in order: George Washington, Richmond, Citadel, Davidson, William & Mary, Furman, Virginia Military Institute, Washington & Lee.

STAR PLAYERS: Mitchell, b, Rotenberry, b, Volkert, b, Owen, b, Mattison, b, Flowers, b, Vereen, t, Ecker, g, *Georgia Tech;* Majors, b, Gordy, t, *Tennessee;* Cothren, b, Crawford, b, Blalack, b, Williams, e, Yelverton, t, Duck, g, *Mississippi;* Phillips, e, Preston, t, Danjean, g, *Auburn;* Orr, b, King, b, Demmas, t, *Vanderbilt;* Dougherty, b, Hughes, b, Michaels, t, Curnutte, g, Kuhn, c, *Kentucky;* Reynolds, b, Leggett, t, *Louisiana State;* Quillian, b, Truax, t, *Tulane;* Simpson, b, Mitchell, t, Barrow, g, *Florida;* Orr, b, Wilkins, e, Roberts, e, *Georgia;* Sabbatini, b, Bennett, e, Hollingshead, e, Conkle, t, Fulton, g, *Mississippi State;* Walls, b, Thompson, t, Snoderly, c, *Alabama;* Bosseler, b, Scarnecchia, b, D. Johnson, e, Pratt, g, *Miami;* Corso, b, Schomburger, e, Barnes, c, *Florida State;* Tamburello, b, Selep, b, Sandusky, t, Heuring, t, Wharton, t, Davis, g, *Maryland;* Jurgensen, b, McElhaney, b, Thompson, e, Bass, e, Deloatch, t, Hord, g, *Duke;* Wells, b, Bussey, b, Marazza, t, *Clemson;* Sutton, b, D. Reed, b, Williams, g, Lineberger, g, Pell, c, *North Carolina;* Christy, b, Hunter, b, Marinkov, b, Collar, e, Szuchan, t, Oddo, c, *North Carolina State;* Prickett, b, Frick, e, Deluca, t, *South Carolina;* Barnes, b, Carpenter, b, Lee, e, Ladner, e, Johnson, t, *Wake Forest;* Bakhtiar, b, Whitley, b, Jordan, t, Melnik, t, Outten, g, *Virginia;* Trimarki, b, Rabbits, b, Underdonk, t, Lathey, g, *West Virginia;* Divers, b, Cranwell, b, Jones, e, *Virginia Tech;* Sommer, b, Thompson, e, *George Washington;* Riggs, b, Davis, b, Ames, b, Marinkov, b, Lamberti, t, May, g, Eaton, c, *Richmond;* Schwarze, b, Broome, b, Saunders, e, Baron, t, Andrejko, b, Tuza, g, Margle, g, Watson, g, *Citadel;* Belton, b, Conger, b, McRee, b, Price, e, Fagg, t, *Davidson;* Sidwell, b, Secules, b, Yohe, b, Brodie, e, Schaubach, t, *William & Mary;* Grant, b, Siminski, e, Pfiefer, e, *Furman;* Woolwine, b, *Virginia Military Institute;* Briscoe, b, Platt, b, Smith, t, *Washington & Lee.*

EAST

THE BEST: PITTSBURGH

IVY LEAGUE: Champion—Yale. Runner-up—Cornell. Others in order: Dartmouth, Princeton, Harvard, Pennsylvania, Brown, Columbia.

DARK HORSE: Dartmouth.

TOP INDEPENDENTS: Pittsburgh, Army, Syracuse, Navy, Colgate, Holy Cross, Boston College, Penn State, Rutgers, Villanova, Boston University, Bucknell, Temple.

STAR PLAYERS: Ward, b, McGill, b, Loucks, b, Lopata, e, Owseichik, c, *Yale;* Boland, b, Roberson, b, Skypeck, b, Miles, b, Knapp, e, *Cornell;* Rex, b, Rovero, b, Pascoe, e, Adelizzi, c, *Dartmouth;* Sapoch, b, Bowman, t, Harder, t, *Princeton;* Stahura, b, Botsford, b, Joslin, b, Metropoulos, g, Lebovitz, c, *Harvard;* Riepl, b, Raser, b, Troychak, t, Capuano, g, Keblish, g, *Pennsylvania;* McTigue, b, Robertshaw, t, Kalesnik, g, Crews, g, *Brown;* Benham, b, Spraker, b, Hervatic, e, *Columbia;* Salvaterra, b, Bowen, b, Walton, e, Canil, t, Pollock, t, McCusker, t, *Pittsburgh;* Goodwin, t, Slater, g, *Army;* Brown, b, Ridlon, b, Lasse, e, Althouse, e, *Syracuse;* Oldham, b, Burchett, b, Smith, e, Whitmire, c, *Navy;* Martin, b, Call, b, Mascellino, g, Yurak, g, Solana, c, *Colgate;* Smithers, b, Hohl, b, Surrette, b, Arcand, e, Murphy, t, Guerard, g, *Holy Cross;* Donlan, b, T. Sullivan, b, Plenty, b, Bertolini, g, *Boston College;* Plum, b, Kane, b, Calderone, t, *Penn State;* L. Lusardi, b, Robinson, t, *Rutgers;* Parr, b, Luzzi, t, *Villanova;* Dean, b, Maio, b, Paulauskas, t, *Boston University;* Koppes, b, Stewart, b, Wagner, b, Riker, g, Meenan, g, *Bucknell;* Grandizio, t, Howley, c, *Temple.*

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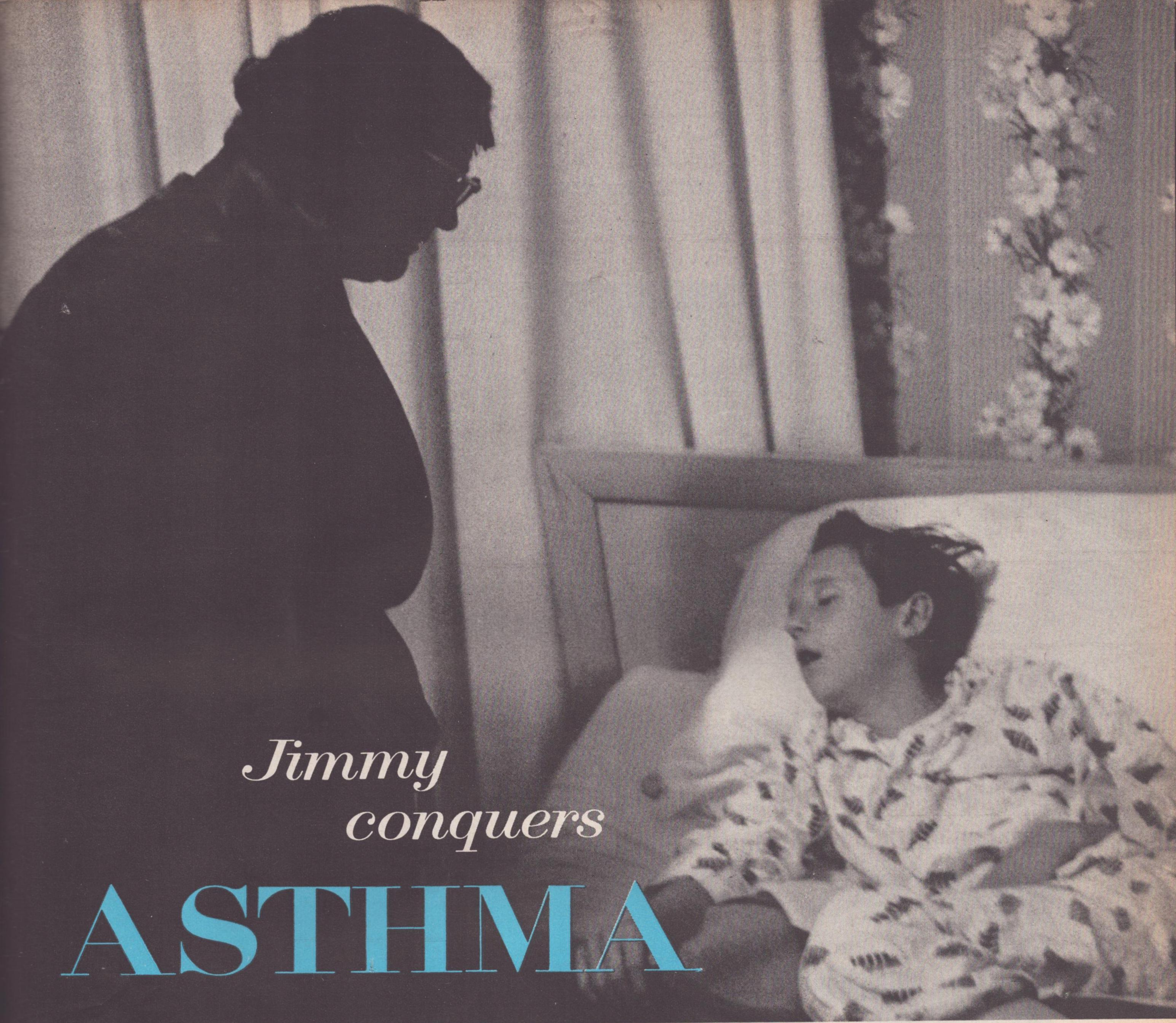

Jimmy conquers ASTHMA

A 14-year-old with lungs crippled by his allergies—and his emotions—fights for a new life away from home

WHEN JIMMY POPJOY was 10, he was a happy, sturdy boy. Now at 14, he weighs a mere 65 pounds. He has suffered weekly attacks of asthma all year 'round for four years. Doctors in his home town of San Pedro, Calif., found that he was allergic to fog, house dust, grass and many foods. Emotional tension complicated the disease. Drugs that usually control asthma were of little help. Jimmy's life had become one long battle for a lungful of air. In desperation, his parents wrote to the free, nonsectarian Jewish National Home for Asthmatic Children in Denver where, they had heard, "miracles" were worked every day.

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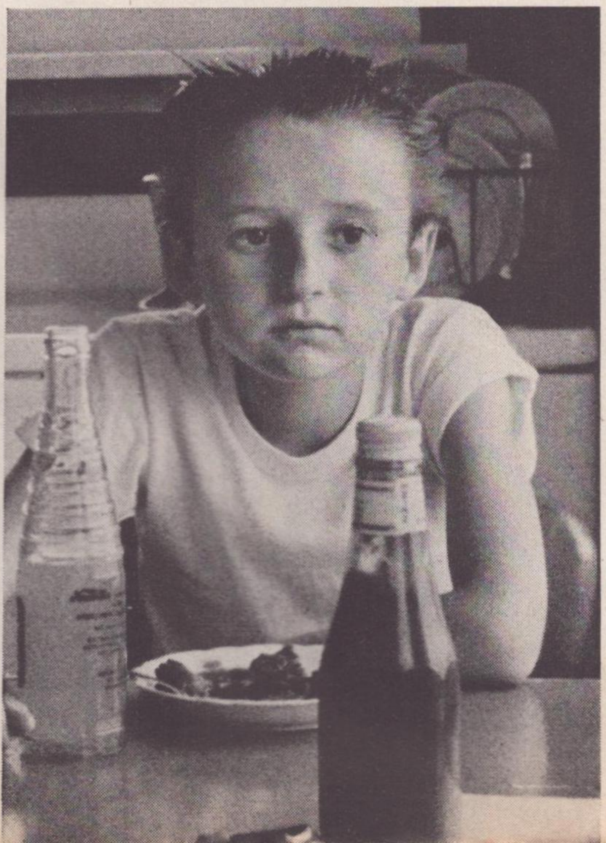
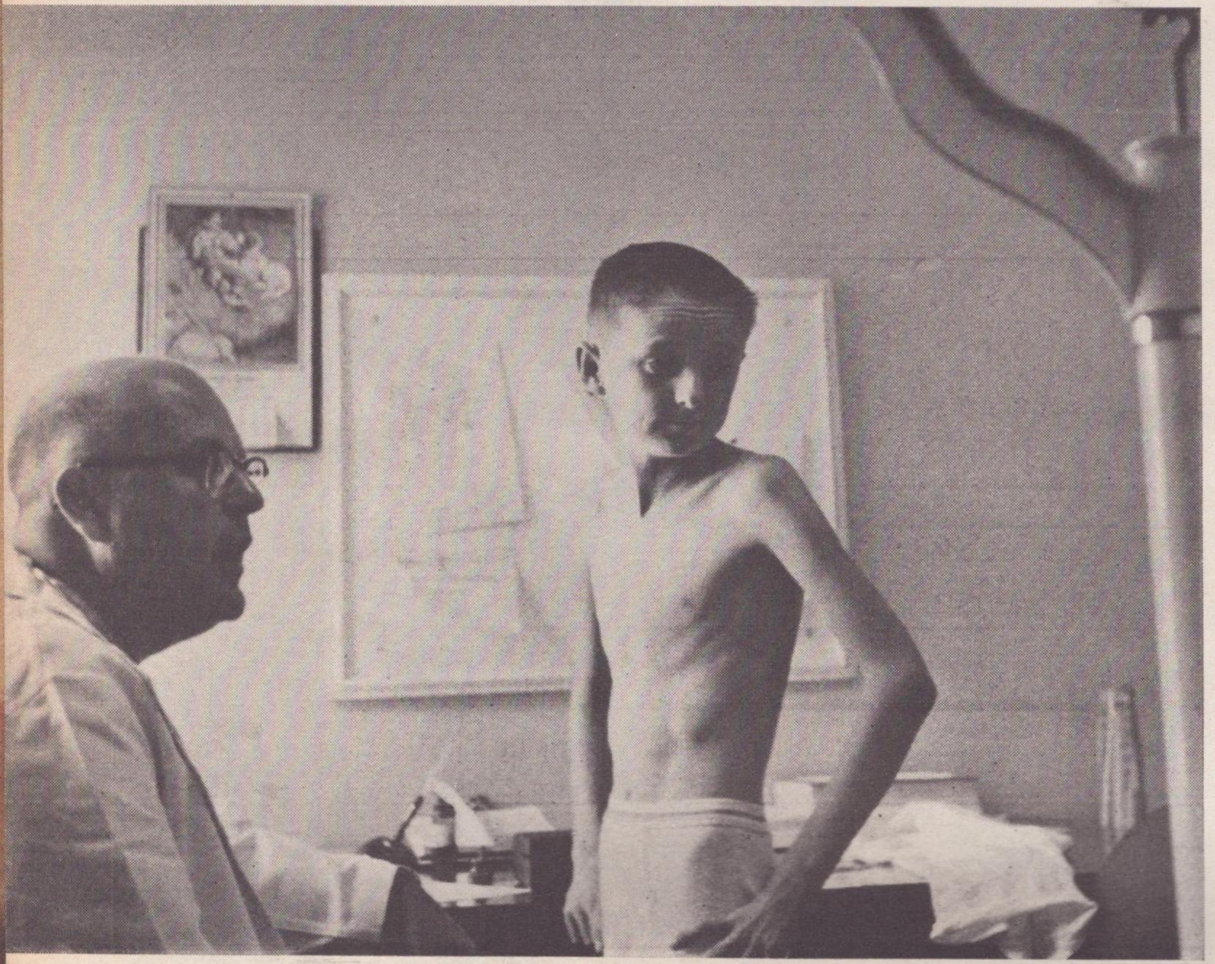


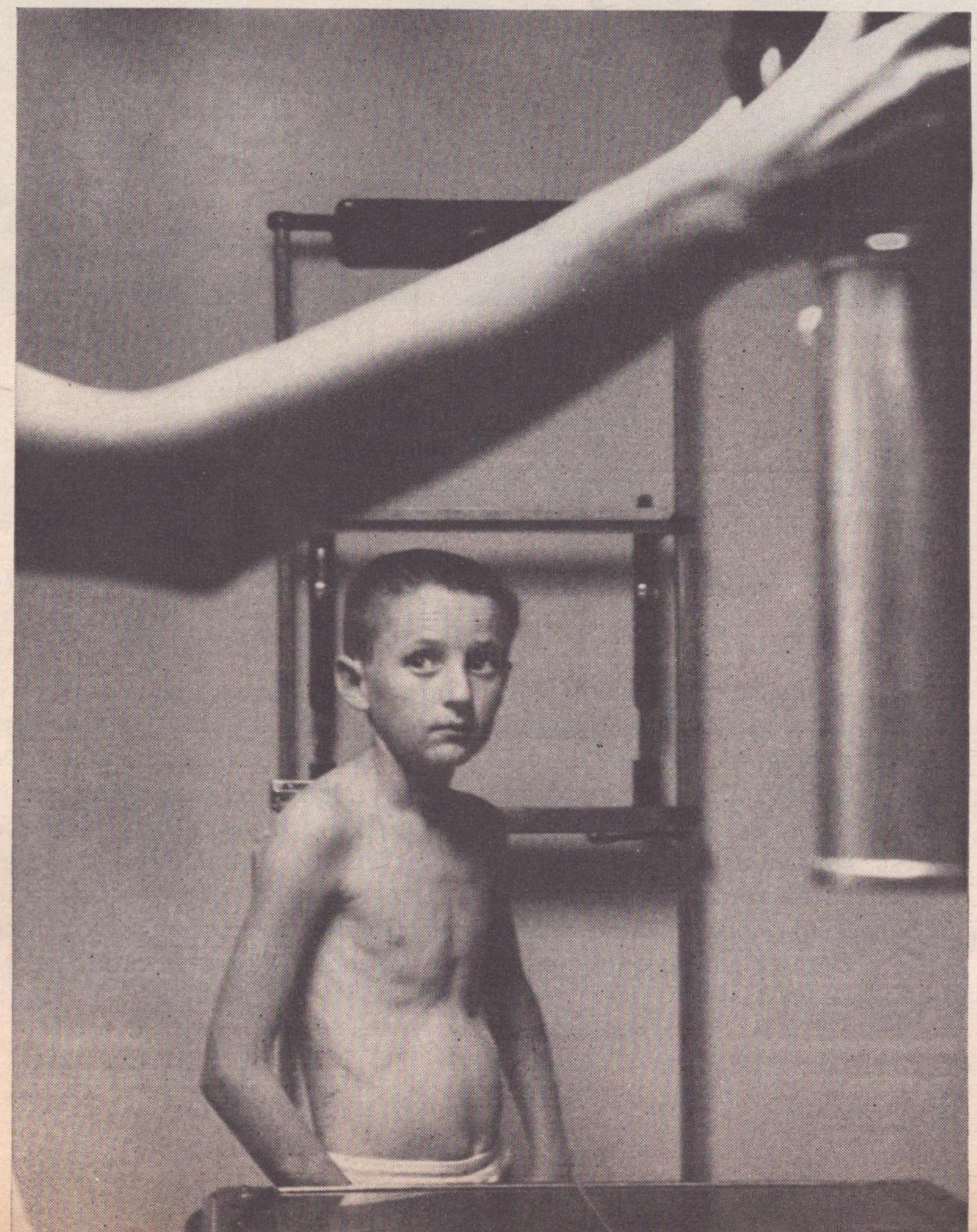
Night after night, Jimmy's mother hovered over his bed, hoping that the inevitable attacks would not come (above). But they came again and again, destroying his appetite, his strength and his childhood (right).

Jimmy's new life begins at the Denver home for asthmatic children



Jimmy's entrance exam is conducted by Dr. Harold Tuft, who believes there are over 250,000 chronic asthmatic kids who might benefit from "separation."

During X ray, Jimmy feels lonely and misses his mother. Rules prevent his parents from visiting him for at least six months, permit one phone call per month.

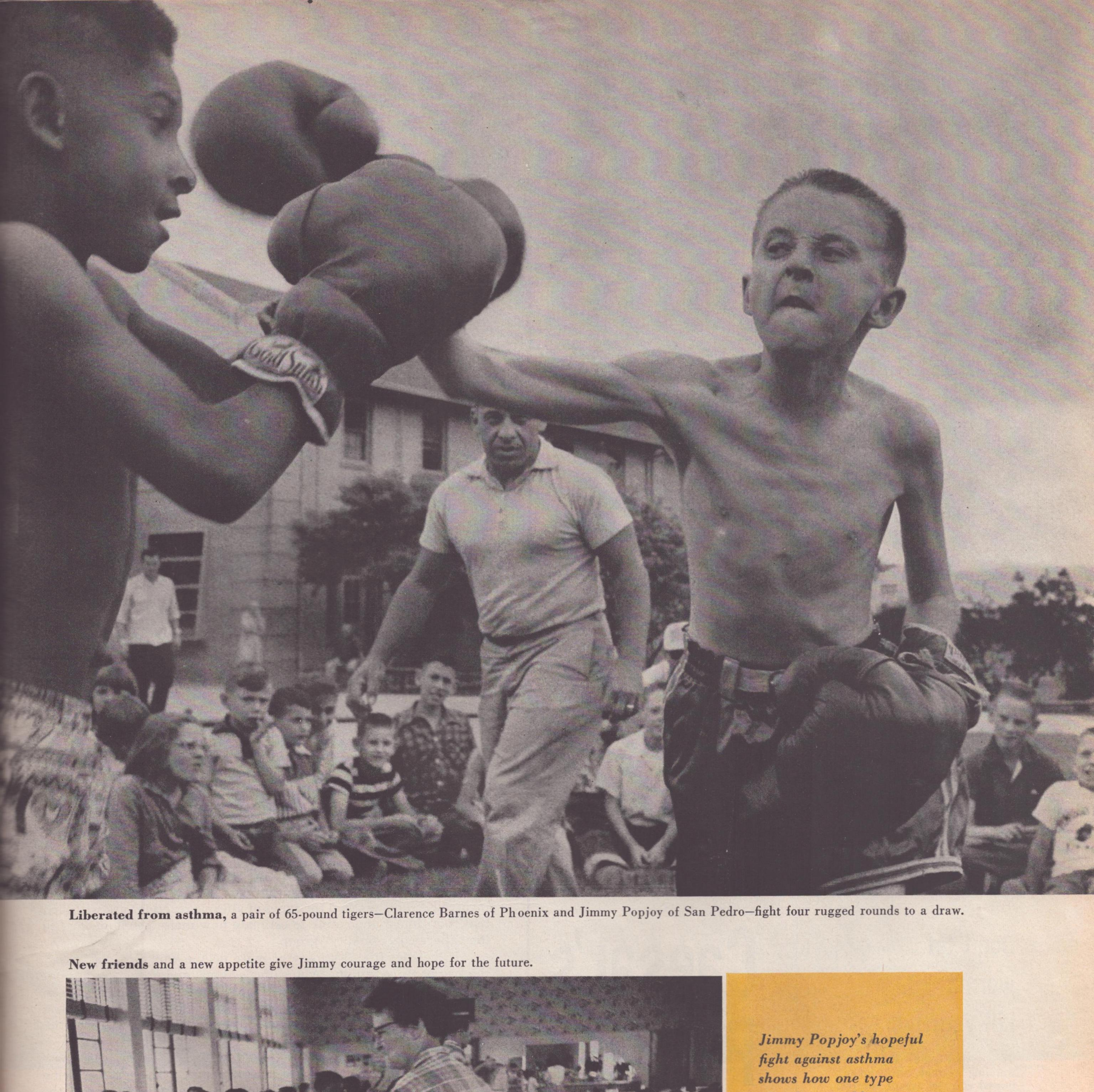


The "miracle" started nine months after the Popjoys applied for help. Jimmy moved into a pleasant room of his own in one of the seven cottages at the Jewish National Home for Asthmatic Children. There, he found 148 other children like himself, boys and girls from 30 states accepted by the home without regard to race or religion. In sending him to the home, Jimmy's parents understood the working principle of the institution: that a certain type of asthma is the result of allergy plus an "emotional overload" and that removal of the latter—through a program of separation, group living, allergy therapy and psychotherapy—is a key to the control of the disease. It is a principle developed by Dr. M. Murray Peshkin, allergist and chief medical adviser of the home since the program began in 1940.

For Jimmy, the results of separation from his former environment were immediate and dramatic. He was amazed at what he could do on the very first day in Denver. He tried out for the home baseball team (called the Asthmatic Nine), boxed four rounds and hauled away heftily in a tug of war. Instantly, he was accepted by the other boys and girls.

Now, Jimmy is attending the public school near the home, but he no longer feels the necessity to compete with stronger boys. His inner tensions have relaxed and his attacks have all but ceased. Meanwhile, Jimmy's parents are consulting with a San Pedro case worker, trying to iron out the problems which had disturbed their son. This, too, is a part of the program, and if all goes well—as it has in over 80 per cent of the cases at the Denver home—Jimmy will return to San Pedro in two years with his asthma permanently under control.

Activities once considered impossible for chronic asthmatics—even a stiff tug of war—are now part of Jimmy's everyday life.



Liberated from asthma, a pair of 65-pound tigers—Clarence Barnes of Phoenix and Jimmy Popjoy of San Pedro—fight four rugged rounds to a draw.

New friends and a new appetite give Jimmy courage and hope for the future.

Jimmy Popjoy's hopeful fight against asthma shows how one type of asthma problem can be met. The complete allergy story—vital to millions of allergic Americans, from hay-fever victims to eczema sufferers—is told by Dr. Samuel Feinberg of Northwestern University Medical School on the pages that follow.

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The cover story of the next issue of LOOK MAGAZINE is titled "What Psychoanalysis Did for Me," by Sid Caesar. It is unquestionably the most intimate and incisive magazine article ever written by an entertainment figure on his own personal fears and motivations. Don't miss this landmark of magazine journalism in the October 2 issue of LOOK, out September 18th.

New methods of treatment offer hope to untold millions of allergic Americans

What we know about
ALLERGY

By SAMUEL M. FEINBERG, M.D.
PROFESSOR OF MEDICINE
NORTHWESTERN UNIVERSITY MEDICAL SCHOOL

Relief from allergy, even for chronic asthmatics, is now a real possibility.

Is allergy a serious disease?

The allergy problem is very serious. Hay fever and asthma, for example, cause suffering to millions of persons. And chronic asthma often permanently damages the lungs, thus disabling hundreds of thousands of children and adults—more than from many other diseases.

Just what is allergy?

It is the abnormal reaction to substances which are harmless or even beneficial to most people. The number of substances that can be involved is limitless, and the types of allergic reactions are so varied that it is almost impossible to estimate how many people belong to the "allergic personality" group.

It includes the 10 million or more people who have hay fever, the two or three millions who suffer asthma, and untold millions of others—those who react with stomach upsets, blood disturbances, skin rashes, eczema, nasal congestion or sinus headaches to an endless list of substances, including food, dander, pollens, drugs, cosmetics and jewelry.

In many people, even infections with bacteria and viruses may be complicated by an allergy to those organisms. There is a growing belief that such diseases as tuberculosis, rheumatic fever and the common cold may be due in part to germ allergy. Taking all these factors into account, some experts say that allergy is one of our commonest chronic diseases, affecting perhaps one out of four persons.

What is it that makes some people allergic while others are not?

The basic reason is still a mystery. While we know that the allergic person reacts abnormally, and, to a certain extent, we can understand what happens in that reaction, we don't know *why* it happens. In laboratory studies on animals, scientists have been able to learn some facts about the basic allergy reaction. The problem is one of the most complicated in medicine. There is much evidence to indicate that heredity is an important predisposing factor. It must be remembered that only the tendency to allergy may be inherited, not the specific allergy. A child doesn't develop hay fever because his mother or

continued

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Children won't outgrow the allergic tendency

father has hay fever; the child's allergy may take another form—asthma, eczema or a food allergy.

Some years ago, a study was done which showed that if both parents are allergic, chances are two out of three that their children will develop some form of allergy, usually in the first five years of life. If only one parent is allergic, chances are about one out of three that their children will show some form of allergy, usually between the ages of 10 to 15 years.

Will children grow out of their asthma?

Many parents like to believe this, but unfortunately, it seldom happens. A childhood asthma, if neglected, more often develops into a chronic ailment that may hinder the child's proper development.

A recent study of allergic children showed a characteristic pattern of shifting allergies. Under one year of age, all infants had allergies to foods. But by the time the children had reached the age of five years, many of them had lost their food sensitivities and developed allergies to dust, danders and pollens. In general, the study showed a high rate of eczema during the first year of life. Asthma and hay fever appeared as the children's age increased. The investigators emphasized that allergic children are rarely sensitive to only one substance at a time. The causes of allergy in infants and children should be found early and treated.

What happens in the body to cause the sneezing in hay fever, the hives in food allergy or the shortness of breath in asthma?

When the offending substance—the allergen—enters the body, a complex chemical reaction takes place. Some of the steps we understand; others are still mysteries. Ultimately, the reaction releases a substance called histamine, which is normally present in the body cells. When it is locked up in the body cells where it belongs, histamine is harmless. But when it is freed by the allergic reaction, histamine acts like a poisonous irritant and is responsible for the troublesome hives and other allergic symptoms. In recent years, a group of drugs which are able to act against histamine and neutralize it have been discovered. Known as antihistamines, these drugs have brought varying relief to some allergy sufferers.

Is it difficult to determine if a person has an allergy?

The symptoms, appearance and previous history of the patient are usually sufficient for the doctor to make a diagnosis of allergy. But when it comes to pinpointing the specific substances causing the trouble, then the task becomes more difficult.

Skin testing is the method most frequently used. Using powdered or fluid extracts of the suspected substances, the allergy specialist scratches the surface of the skin and rubs a tiny amount of the extract into the cut. Sometimes, instead of scratching the skin, the allergist may inject a drop of the substance into the skin with a hypodermic needle. In either case, the result is the same. If the substance is the offending agent, a skin reaction will occur in a few minutes, producing a red, inflamed area resembling a mosquito bite around the particular scratch or injection.

Are skin tests a safe and reliable method of detecting what substances are causing an allergy?

Skin tests are far from perfect, but they are the best method we have. Skin tests are more reliable for detecting sensitivity to pollens, molds and danders, and less reliable for foods and drugs. But even with the pollens, results of the skin tests must be weighed in relation to the patient's history and symptoms. They cannot be wholly relied upon. Too frequently, false positive or negative results will appear. When that happens, the allergist must depend on his experience and knowledge and on taking a careful history of the patient's symptoms and contacts. Properly done, skin tests are safe.

What other tests are there for determining the substances a person may be allergic to?

If foods are suspected and the skin tests fail to show which ones are involved, then a series of test diets may be employed. In addition, different items of suspected foods are added to the diet from time to time, and the patient is observed closely to see whether the allergic symptoms occur after each item is added.

When the patient's skin fails to react properly, sometimes a passive transfer test is used. To do this, a sample of blood is taken from the patient, and the blood serum is injected in the skin of a normal person, who then receives the skin test. The blood serum will temporarily sensitize the normal person's skin and cause it to react to the same substances to which the patient is allergic.

What are "patch tests"?

They are used to test people who suffer from contact allergies. These are skin inflammations caused by certain plants, dyes, cosmetics, some chemicals, costume jewelry, rubber, plastics and antibiotics. The suspected material or an extract of it is placed under an adhesive patch on the patient's unbroken skin. A positive test is an inflamed area occurring in several hours to three days.

If the patient's symptoms indicate hay fever which is caused by pollens, molds or insects, what is the patient's next step?

The best procedure is for him to take injections of a serum containing an extract of those allergens he is sensitive to. The aim of the injections is to build up the patient's tolerance to those allergens by taking increasing doses over a period of months.

How effective are these injections in giving relief?

Lasting results of varying duration can be obtained. Some patients are relieved for months, others for years. Most patients, however, get some benefit from these desensitizing injections.

If the injections fail, how else can a hay-fever sufferer get relief?

In the hands of a properly qualified allergist, a hay-fever patient will get some relief. It could be from one of the many antihistamine preparations, cortisone or synthetic cortisone products. Knowing the patient's history, symptoms and circumstances, the allergist can advise him on the value of air conditioning or face masks or of relocating in a pollen-free area.

Recent research has turned up some interesting findings which may explain why so many hay-fever patients fail to get significant benefit from the usual desensitizing injections. Many of these patients, it has been found, are also sensitive to certain insect dust prevalent in the air at the same time as the pollens. Allergists are now giving more attention to the possibility that an allergy to insects may be the reason why so many hay-fever patients fail to get maximum relief.

What can be done for those other patients whose symptoms are due to allergy to foods, dust, dander, etc.?

The best method of treatment is to eliminate the offending foods from the diet and replace them with substitutes so that the patient's nutrition is adequately maintained. Incidentally, rarely is only one food involved; usually, there are a number of items that are guilty. It's also true that food sensitivity as well as pollen allergy keeps shifting. Patients often lose their sensitivity to certain foods or pollens after a period of time and develop an allergy to others. Sometimes, the allergy is to food only when it's raw, such as fruit. Cooking the food thoroughly often makes it acceptable to the patient.

In the case of dust or dander allergy, the best treatment is avoidance of these irritants. Admittedly, this is simple to prescribe but impossible to accomplish in many cases. For the person with dust allergy, some help is possible by covering pillows and mattresses with rubber or plastic and by eliminating other dust-collecting materials. But there is a limit to what can be done; dust can't be eliminated entirely. Such patients can have their discomfort relieved by desensitizing injections.

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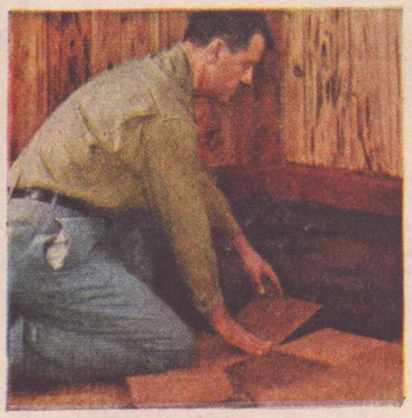

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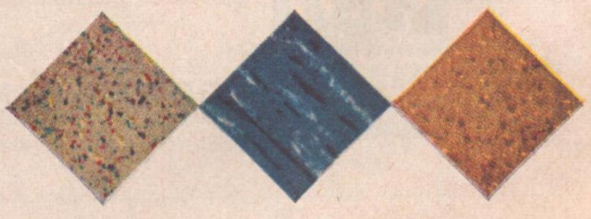

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Emotions may aggravate an attack but they are not the cause of an allergy

Is hay fever the same as "rose fever"?

"Rose fever" doesn't exist. Many hay-fever patients think their symptoms are caused by roses because these flowers are in bloom when their symptoms are worse. But invariably, hay fever is caused by the pollens of trees, grasses or weeds prevalent at that same time. Only the light, wind-borne pollens are apt to cause allergies. The pollens of roses and other flowers are too heavy.

Many communities have undertaken ragweed eradication programs, but hay-fever victims have not noticed any relief. Are such programs worthless?

Most ragweed eradication programs fail because only a single community or small area is involved. It must be remembered that these pollens are carried by winds as far as 15 or 20 miles. It will be of small help to eradicate ragweed in an area of a square mile, when the wind can carry heavy concentrations of pollen from the adjoining fields. Any eradication program must be on a broad scale to include large areas. However, hay fever which is caused by the pollens of grasses and trees cannot be eliminated.

Is it possible that many allergies are caused by emotional upsets?

Although there are some experts who believe emotions play the major role in certain allergies, most of them agree that emotional upsets are not the prime reason for the allergic difficulties. But emotions can worsen an allergy attack or act as a "trigger" to set it off. Relief of nervous tension is therefore quite important in the management of the allergy patient.

What are the prospects for further advances in the control of allergy?

For many years, allergy has been the neglected orphan among diseases. Lacking financial support and direction, research in this field has been scanty and disorganized. Allergy instruction in medical schools should be strengthened. More allergy clinics are needed. In the past few years, a group of allergists has organized the American Foundation for Allergic Diseases (274 Madison Ave., New York) to support research and to educate the public. Also, the U. S. Public Health Service established the National Institute of Allergy and Infectious Diseases as another of its National Institutes of Health in Bethesda, Md. With the backing of these two organizations and an increased public interest, we can expect more rapid advances in understanding allergy and developing better methods for its control.

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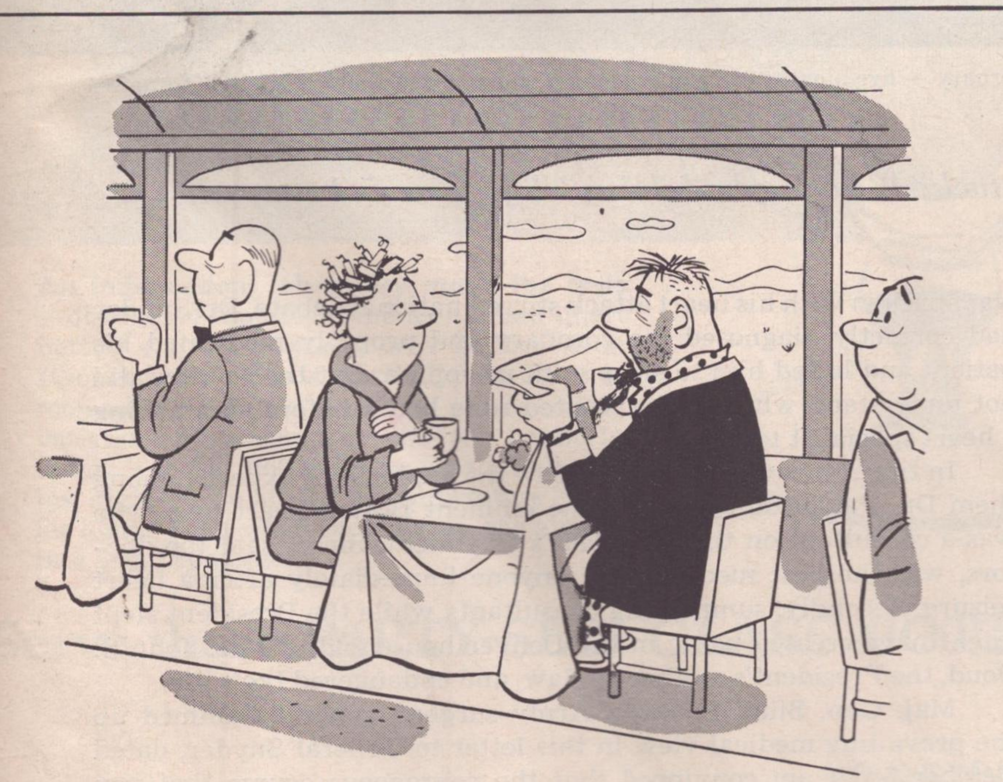
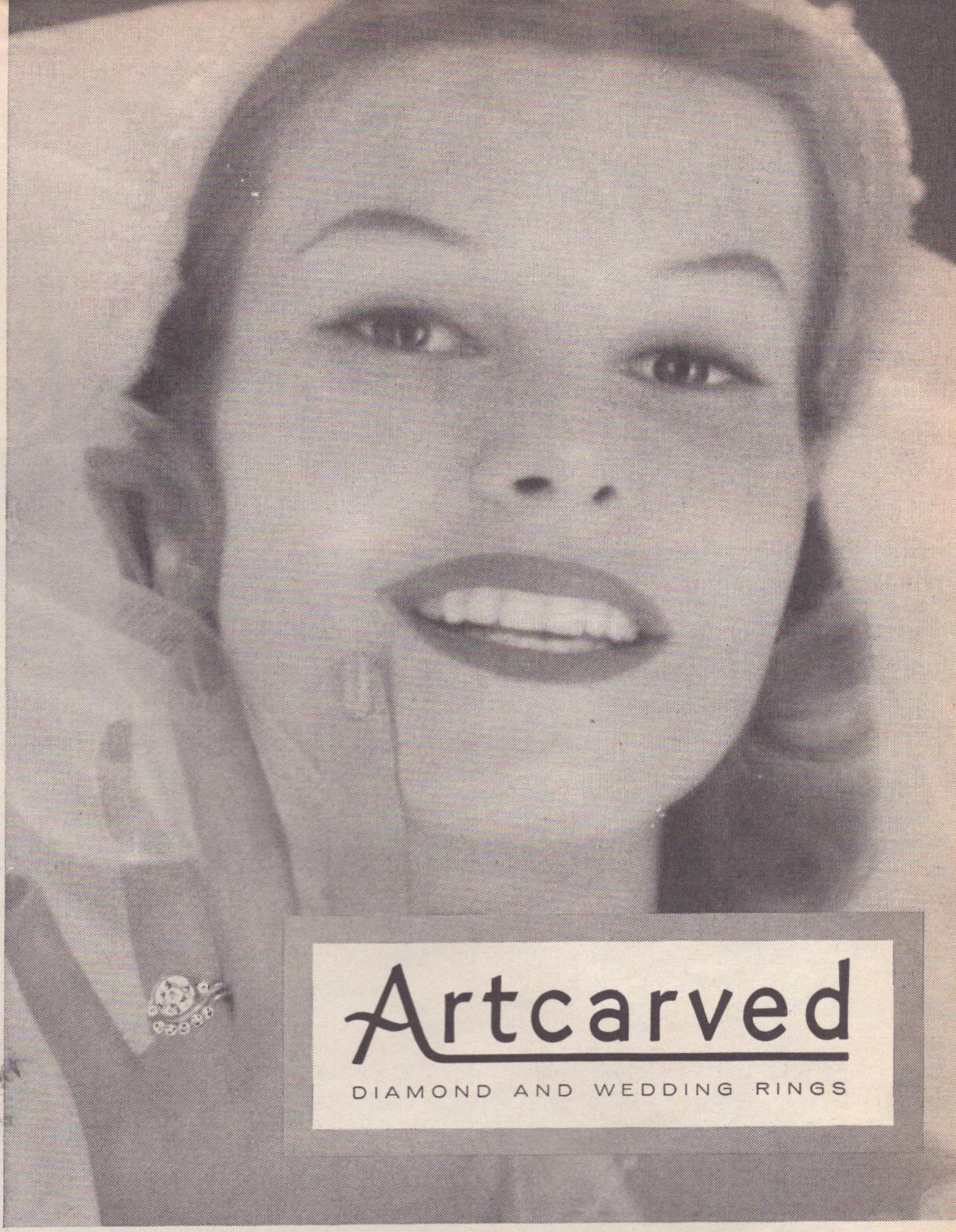


HENRY BOLTINOFF



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On the spot:

The President's Doctor

Ike rides with his physician, Maj. Gen. Howard McC. Snyder, on vacation last February — five months after his coronary, four months before his ileitis attack.

Did Dr. Snyder do the right thing: When Ike had his heart attack? When he had ileitis? The pros and cons still rage

By FLETCHER KNEBEL LOOK WASHINGTON BUREAU

THE GUARDIAN of Dwight Eisenhower's health is an erect, stately 75-year-old gentleman, noted for his wiry muscles, handsome features and meticulous attire, for his knowledge of race horses, British monarchs, wines and Persian rugs and for his abiding faith in the raw carrot as a friend of man.

He is Maj. Gen. Howard McCrum Snyder, for three decades a versatile Army surgeon. Now, as chief White House physician and medical adviser to the President, he finds himself on a political spot. Because of his professional findings and reports in two presidential illnesses, Dr. Snyder is the subject of both whispered and open political debate throughout the country.

His calculated moves at the bedside of the President when he was stricken with his heart attack stirred national debate. Dr. Snyder had correctly diagnosed the coronary and properly medicated his patient and lulled him to sleep with morphine. But the country did not understand why Snyder waited nine hours before summoning a heart specialist to the scene.

In time, however, this delay drew the applause of experts, among them Dr. Paul Dudley White, the eminent Boston heart man who was a consultant on the President's treatment. Sleep, said the doctors, was the best medicine for anyone immediately after a heart seizure. Secondly, summoning consultants while the President slept might have created panic in the Denver household of Mrs. John S. Doud, the President's mother-in-law, and endangered Ike's life.

Maj. Gen. Silas B. Hays, Army surgeon general, summed up the prevailing medical view in this letter to General Snyder, dated October 5: "I am convinced that the courageous course that you

continued

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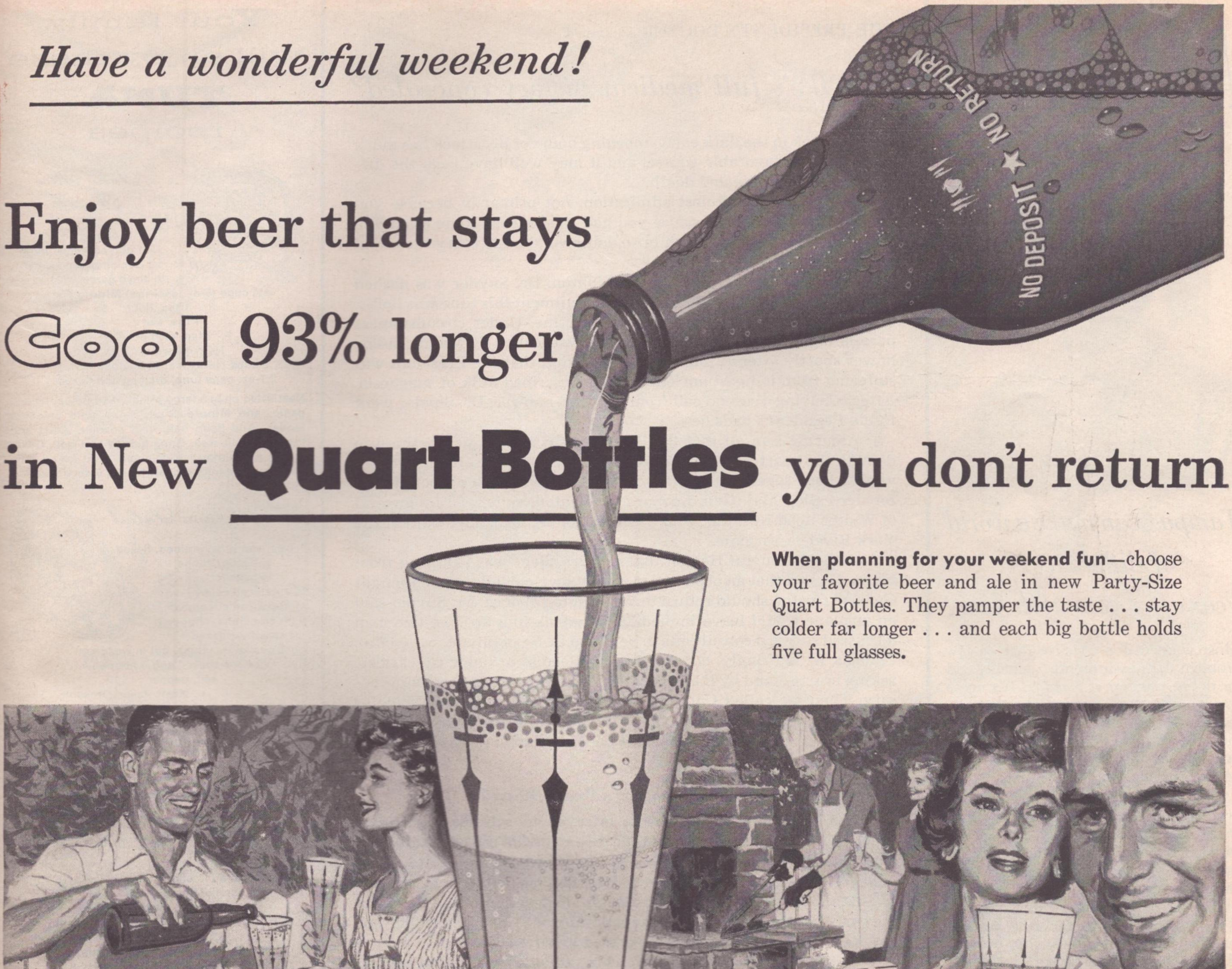
Enjoy beer that stays Cool 93% longer in New **Quart Bottles** you don't return



When planning for your weekend fun—choose your favorite beer and ale in new Party-Size Quart Bottles. They pamper the taste . . . stay colder far longer . . . and each big bottle holds five full glasses.

An independent laboratory made the tests—discovered that beer (and ale) in new quart bottles stays cold *nearly twice as long* as in 12-ounce cans. This is especially important to remember when you're serving guests—when variations in consumption time are bound to occur. The big bottle keeps beer within the just-right 40- to 50-degree temperature range far longer than when each person has a separate small container.

Moreover, the Party-Size Quart Bottle pampers the flavor-peak of fine beers and ales. Let your own taste prove this. Just let your favorite beer or ale aerate by bubbling freely down the neck of the bottle, over the bottle's clean lip, straight into a glass. Let it form its natural head. The first refreshing sip tells you how important a bottle is to beer's protection . . . how important the neck of a bottle is to beer's flavor. Get new Party-Size Quart Bottles next time you shop. They're far more convenient.

The glasses shown here are Libbey's Staccato pattern.

Serve these PARTY-SIZE GLASS BOTTLES this weekend—*you don't take 'em back!*

NO-DEPOSIT, NO-RETURN BOTTLES
AN Ⓘ PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES · TOLEDO 1, OHIO

A Promise

Tampax can make a world of difference— year after year after year!

Most women don't realize that "a few problem days each month" actually add up to *five years out of your life!* It's up to you whether those five years are as comfortable and carefree as possible, as normal and natural, as casual and relaxed as possible! It's up to you whether or not you decide to adopt Tampax.

Why does Tampax internal sanitary protection make this enormous difference? It's not alone that it does away with belts, pins and pads—that it relieves you of the physical discomfort of chafing and the mental discomfort of the possibility of embarrassing odor. It's primarily due to the fact that Tampax never reminds you of its presence. You can't feel it once it's in place. It's invisible. It takes only seconds to insert, change or dispose of. In every possible way, Tampax just plain tends to do away with differences in days of the month!

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NO PINS
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Tampax is available at drug and notion counters everywhere in your choice of 3 absorbency sizes: Regular, Super, Junior. Get it—you'll like it! Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.

Sanitary Protection Worn Internally
FOR MORE ABSORBENCY SUPER TAMPAX
FOR WANING DAYS JUNIOR TAMPAX
Regular
TAMPAX
10 TAMPAX—AN AVERAGE MONTH'S SUPPLY
Safe • Sure • Hygienic • Comfortable • Easy to Use
Regular TAMPAX

Invented by a doctor— now used by millions of women

TAMPAX INCORPORATED
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Absorbency is checked below.

( ) REGULAR ( ) SUPER ( ) JUNIOR

Name____________________________
(Please print)

Address__________________________

City______________ State___________

Was Ike's full medical history concealed?

yourself took in the dark early-morning hours of his attack has much to do with his favorable course, and it may well have been the difference between life and death.

"You have my utmost admiration, not primarily because you knew what to do, but because you had the courage to do what you knew was right, even though in so doing you had to carry the awful responsibility alone."

On June 8 of this year, in Washington, Dr. Snyder was dashed into a new controversy. The presidential ailment this time was ileitis, or inflammation of the lower small intestine. Under circumstances paralleling those of Denver, Dr. Snyder was called by Mamie Eisenhower shortly after 12:30 a.m. She told him that the President was suffering from indigestion. The doctor prescribed milk of magnesia. After receiving a second call from Mrs. Eisenhower, Dr. Snyder went to the President's bedside.

Assuring himself that the President's condition had nothing to do with the heart, Dr. Snyder once again settled himself for a lonely vigil. About seven hours after his arrival, with Ike no better, Dr. Snyder called Maj. Gen. Leonard D. Heaton, commanding general of Walter Reed Hospital, who was vacationing near the mouth of the York River in Virginia.

He told General Heaton that the President was suffering from ileitis. He said that an obstruction might develop and that he thought General Heaton should return to Washington at once. Dr. Snyder said an airplane would leave immediately to pick him up. The two men discussed surgical consultants to be called in. Next, Snyder called Col. Thomas W. Mattingly, chief of Walter Reed's cardiological service, asking him to stand by if an operation on the President became necessary. Then, he called Col. Francis W. Pruitt, chief of medicine at Walter Reed, asking him to come to the White House and bring a bottle of intravenous glucose solution. He asked Pruitt to ready an ambulance for emergency call.

What Did the X Rays Really Reveal?

The President was given the intravenous solution right after Colonel Pruitt arrived and was then dispatched to the hospital in the ambulance. Meanwhile, it had been announced at the White House that Eisenhower's illness had been diagnosed as ileitis.

At the hospital, X rays revealed an obstruction of the ileum. In the early hours of June 9, after consultation of 17 physicians, Ike was cut open and the obstruction by-passed by surgery.

As the President slowly mended in the following weeks, doctors of the land launched into debate, much of it private, but some of it public. The debate centered around the question: Why was ileitis not found in the "head-to-toe" examination of the President on May 10-12, only 27 days before the attack?

A detailed report by Drs. Snyder and Heaton after the examination had had only this to say: "Digestive tract—the X-ray examinations of the gastrointestinal tract with barium studies showed a normally functioning digestive tract." Yet by the June 9 operation, the diseased area of the ileum was found to be of "the consistency of a hard rubber hose," according to Heaton.

Snyder said ileitis did not show up on May 10-12 because "there was no inflammation of the ileum" then.

Dr. David D. Rutstein, head of the department of preventive medicine at Harvard University, found this odd. He said he was "fairly certain that if they had looked at that point at that time, they could have seen something. I would doubt that they had seen nothing." Dr. Samuel Standard, associate professor of clinical surgery at New York University and an active surgeon, said it would be "illuminating" if the White House made public the X-ray plates of May 10-12. "It is my guess," he said, "that these might show the typical picture of regional ileitis at that time."

White House Press Secretary James C. Hagerty issued a statement, to which he said Drs. Snyder and Heaton subscribed, declaring that "the President's doctors have no intention of engaging in controversy with other doctors who have no personal knowledge of this case." But the debate persisted.

Why, some laymen and doctors asked, did Dr. Snyder prescribe a laxative for a man with a history of intestinal trouble? And why did he wait for a second call from the White House before going to

continued

Your family will enjoy these TUNA recipes

Tuna Rice Pronto

¼ cup salad oil
1 cup chopped onion
1 cup chopped celery
½ clove garlic, minced
1⅓ cups (5-oz. package) **Minute Rice**
1 tbs. flour
1 tbs. salt
1 tsp. chili powder
1½ cups water
2 cups (16-oz. can) tomatoes
2 7-oz. cans tuna, drained and flaked

Heat salad oil in a large skillet. Add onion, celery, garlic, and **Minute Rice**; saute until onion is tender. Add flour, salt, chili powder, water and tomatoes. Mix well. Bring quickly to a boil. Cover tightly and simmer 10 minutes. Add flaked tuna and heat 1 minute longer. Makes 6 servings.

Tossed Tuna Salad

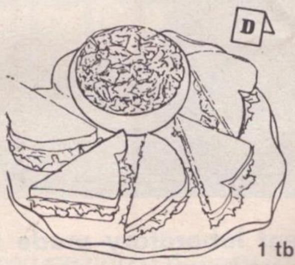
1 7-oz. can tuna, drained, flaked
½ head romaine
½ head lettuce
½ cup diced celery
½ cup diced cucumber
2 green onions, chopped
4 radishes, sliced
2 peeled tomatoes, cut in wedges
1 hard-cooked egg, chopped
salt, pepper
Kraft Italian Dressing

Line salad bowl with romaine. Add lettuce torn into bite-sized pieces. Add remaining salad ingredients and toss with Italian dressing. 4 servings.

Tuna, Macaroni and Cheese Casserole

2 cups elbow macaroni
(8-oz.) cooked according
to package directions
1 tbs. grated onion
1 can cream of mushroom soup
½ cup **Carnation** evaporated milk
¼ tsp. pepper
2 tbs. chopped green pepper
2 tbs. sliced pimiento-stuffed olives
2 6½-oz. cans chunk-style tuna, drained
1¼ cups grated **Kraft Cracker Barrel** brand cheese

Combine all ingredients except ½ cup grated cheese. Pour into greased 1½-quart casserole. Sprinkle ½ cup cheese over tuna mixture and bake in moderate oven 350° F. for 25-30 minutes. 4 generous servings.

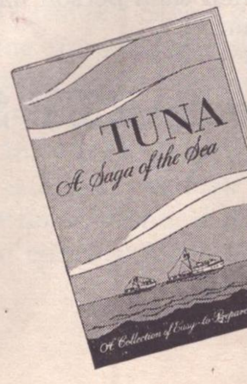


Tuna Sandwiches

1 6½-oz. can tuna,
drained, flaked
½ cup diced celery
1 tbs. minced onion
1 tbs. diced green pepper
2 tsp. lemon juice, salt, pepper
⅓ cup **Miracle Whip** Salad Dressing
12 slices white bread, crusts trimmed

Combine tuna, celery, onion, green pepper, lemon juice, seasonings and salad dressing and mix until well blended. Spread between slices of bread. 6 sandwiches.

Free
RECIPE BOOK!



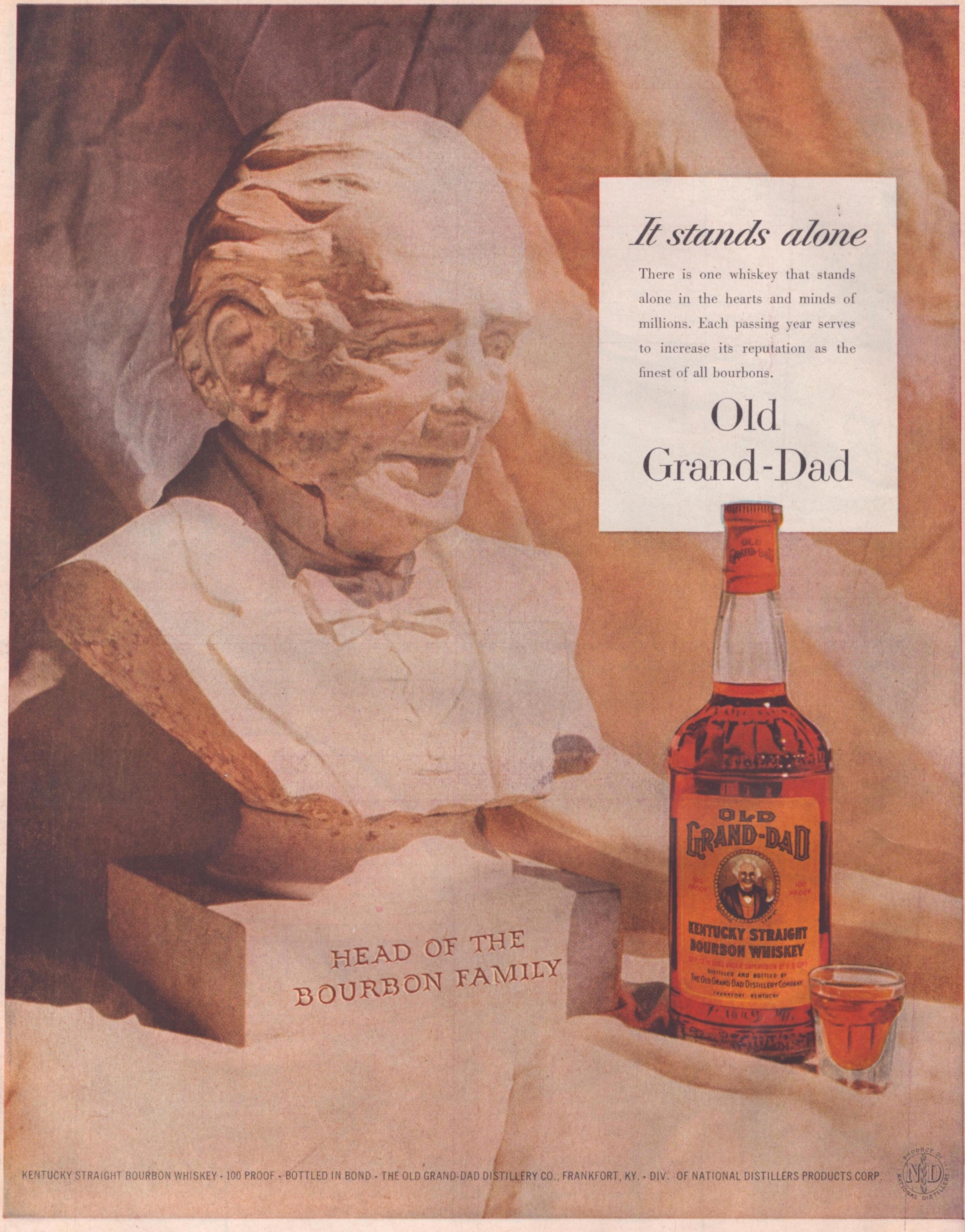
Thirty-five colorfully illustrated pages of easy-to-prepare tuna recipes. Write to Tuna Research Foundation, Ferry Building, Terminal Island, California, for your free copy.

NATIONAL
TUNA
WEEK
Sept. 13 to 22

Every day, there's a delicious way to serve TUNA

For family dinner, picnic or schoolday lunch each bite brims with flavor and energy

There's a good-eating nip in the air that makes healthy, happy appetites think of tuna. And when you serve it — whether in a *main dish, salad, sandwich* or *snack* — you can be sure of pleasing everyone's taste. Tuna is so full of nutritive goodness . . . so *quick and easy to prepare*, too. Treat your family and guests to tuna often.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KENTUCKY STRAIGHT BOURBON WHISKEY
BOTTLED IN BOND UNDER SUPERVISION OF U.S. GOV'T
DISTILLED AND BOTTLED BY
THE OLD GRAND DAD DISTILLERY COMPANY
FRANKFORT KENTUCKY

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There is one whiskey that stands alone in the hearts and minds of millions. Each passing year serves to increase its reputation as the finest of all bourbons.

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"Ike-can-run" statement startles laymen

the President's bedside? Also, why was ileitis not mentioned at all in the May 12 bulletin, since Snyder said on June 9, after the operation, that President Eisenhower "had had ileitis before"? The President also had had bursitis in the past, and the May 12 bulletin said that "the previously noted bursitis was found to be inactive." There was no inkling, however, of a history of ileitis.

If there was no such history, the question then arose, how was Dr. Snyder able to tell General Heaton in midmorning of June 8 that Ike had ileitis? And about an hour after Colonel Pruitt's 11:20 a.m. arrival at the White House, Hagerty announced that the President had "an attack of ileitis."

Dr. Frederick F. Boyce, professor of clinical surgery at Tulane University, New Orleans, said he believed "they were pretty much aware that the President had ileitis when the diagnosis was made. I think they probably had X-ray evidence previously, because it is very difficult to spot the disease, especially in the age group of the President. Out of 150 papers, covering 1,000 cases, on regional enteritis, we found only one man of 64 whose case fitted that of the President. With medical literature that limited, it would be very difficult to diagnose what the President had without knowing it in advance."

Dr. Standard said that a diagnosis of ileitis without prior evidence could only be described as "brilliant" and that there were three or four ailments which would more readily occur to examining physicians. Under the circumstances as announced, he said, "an accurate diagnosis before operation seems almost impossible."

It has been learned that in the White House examination of the President on June 8, it was Dr. Snyder who made the diagnosis of ileitis and Colonel Pruitt who agreed that it was probably so.

Why did General Heaton, with the concurrence of Dr. Snyder and other consulting physicians, say only a few hours after the operation that the President's life expectancy had been improved and that there was no reason he should not run for re-election?

This swift "renomination" startled laymen accustomed to highly hedged health forecasts from physicians. Democratic Chairman Paul Butler promptly cried "political medicine" and "propaganda." Some doctors expressed amazement in view of the uncertain recurrence rate in ileitis. Said Dr. Rutstein: "I don't think anybody really thought this report that was given out in the press was really very serious, that the President was better off since the operation."

Dr. Burrill B. Crohn, who first described ileitis in 1932, said he thought there was little chance of recurrence in the President, but Dr. Jacob Fine, chief surgeon of Boston's Beth Israel Hospital, said, "The fact is that many patients have not been cured by an operation similar to that performed on the President."

The medical dispute ran the scales. Doctors argued the case in

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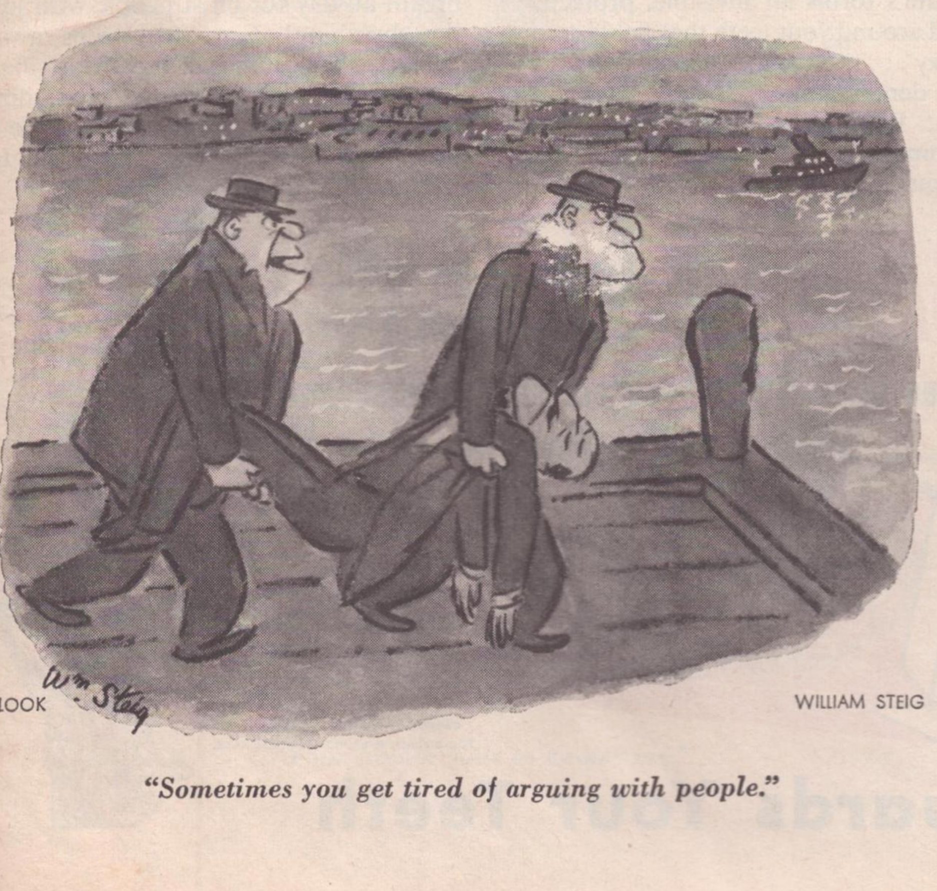

LOOK WILLIAM STEIG

"Sometimes you get tired of arguing with people."

Blue Bell Wranglers

Authentic Wrangler jeans in heaviest Sanforized denim, $1.98—$3.98; shirts from $2.98

so long-wearing · so low-priced · so right for all the family

Blue Bell, Inc., Empire State Bldg., New York 1, N.Y.

PHOTOQUIZ ANSWERS

(See page 66) 1-s, P. T. Barnum. 2-b, William L. Marcy, as Senator from New York, in defense of Andrew Jackson's nomination of Martin Van Buren as Minister to England. 3-p, Alfred E. Smith. 4-c, Alexander Hamilton. 5-h, Horace Greeley. 6-q, Charles Dudley Warner, author. 7-n, Adm. George Dewey. 8-d, Patrick Henry. 9-m, Com. Oliver H. Perry. 10-r, J. P. Morgan. 11-g, Henry Clay. 12-o, Henry Ford. 13-f, Benjamin Franklin. 14-t, Gen. William T. Sherman. 15-e, Thomas Paine. 16-a, Grover Cleveland. 17-j, William H. Vanderbilt. 18-i, Vice-President Thomas R. Marshall. 19-k, Bernard Baruch. 20-l, William Jennings Bryan.

WAKE UP RARIN' TO GO

Without Nagging Backache

Nagging backache, headache, or muscular aches and pains may come on with over-exertion, emotional upsets or day to day stress and strain. And folks who eat and drink unwisely sometimes suffer mild bladder irritation...with that restless, uncomfortable feeling.

If you are miserable and worn out because of these discomforts, Doan's Pills often help by their pain relieving action, by their soothing effect to ease bladder irritation, and by their mild diuretic action through the kidneys—tending to increase the output of the 15 miles of kidney tubes.

So if nagging backache makes you feel dragged-out, miserable, with restless, sleepless nights, don't wait, try Doan's Pills, get the same happy relief millions have enjoyed for over 60 years. Ask for new, large, economy size and save money. Get Doan's Pills today!

STOPS FOOT ITCH

KILLS ATHLETE'S FOOT FUNGI

Dr. Scholl's SOLVEX relieves itching of Athlete's Foot . . . kills fungi of the infection on contact...helps heal red, raw, cracked, peeling skin between toes and on feet. Liquid, Ointment or Powder. Insist on Dr. Scholl's SOLVEX.

Go to bed, Stubborn . . .
no one wants
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Listerine Antiseptic stops bad breath 4 times better than any tooth paste

- Germs are the most common cause of bad breath (halitosis)—and no tooth paste kills germs the way Listerine does!
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CLEANS · CLEANS · CLEANS YOUR BREATH

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Like Colgate Dental Cream with Gardol!

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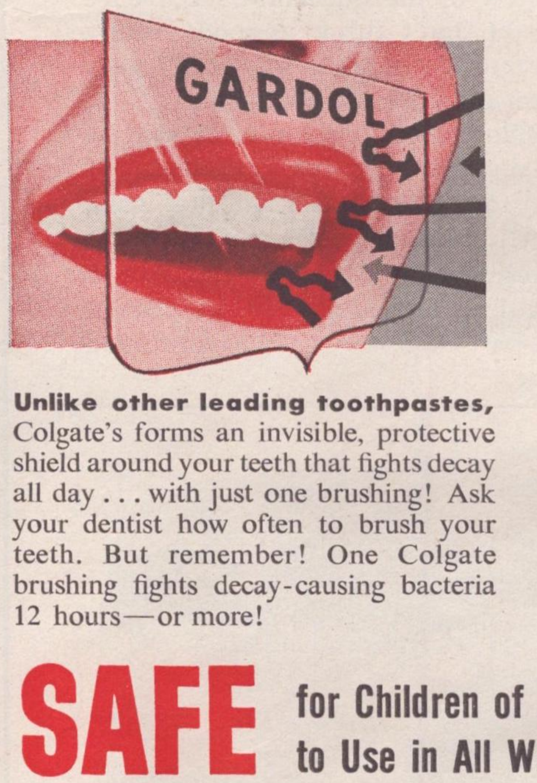
No Other Leading Toothpaste Contains GARDOL To Give You Long-Lasting Protection . . . With Just One Brushing!



Unlike other leading toothpastes, Colgate's forms an invisible, protective shield around your teeth that fights decay all day . . . with just one brushing! Ask your dentist how often to brush your teeth. But remember! One Colgate brushing fights decay-causing bacteria 12 hours—or more!

Colgate's with Gardol helps stop bad breath all day for most people with just one brushing! *Instantly* sweeps away bacteria that cause bad breath originating in the mouth! No other leading toothpaste* cleans your breath while it guards your teeth like Colgate Dental Cream with Gardol!

SAFE for Children of All Ages! to Use in All Water Areas!

Makes teeth whiter—cannot stain or discolor!

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DENTAL CREAM with GARDOL

GARDOL IS COLGATE'S TRADE-MARK FOR SODIUM N-LAUROYL SARCOSINATE.

Cleans Your Breath While It Guards Your Teeth

Hundreds of physicians praise Dr. Snyder

hospital corridors. Dr. Frederick H. Howard, former physiology professor at Williams College, wrote that it seemed to him that "the optimism declared by the group around the President is somewhat overplayed."

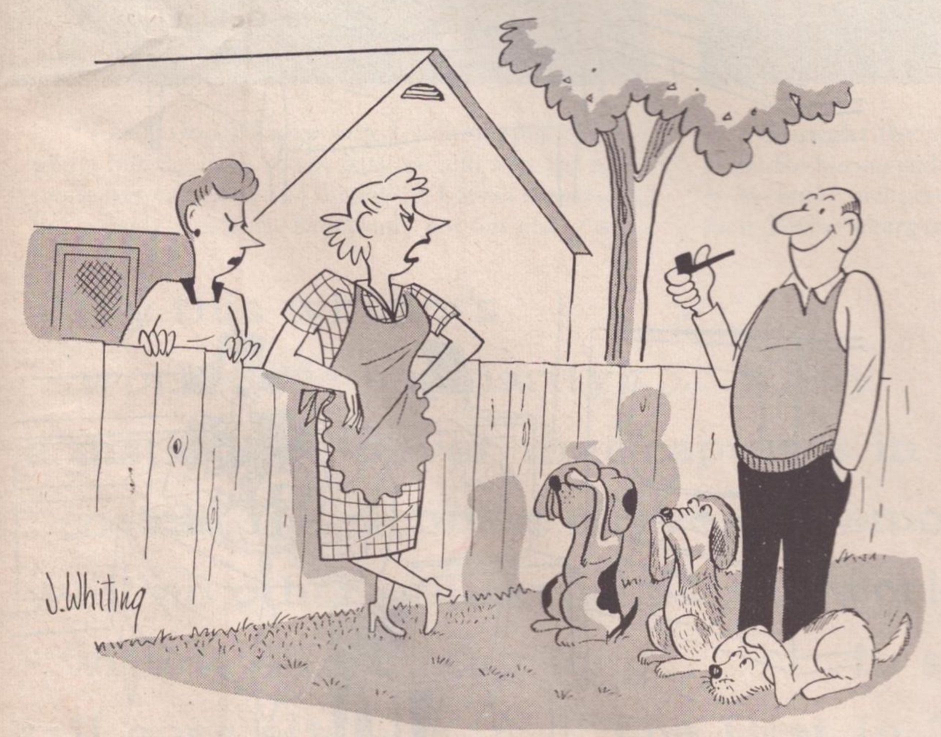
Brig. Gen. Jack W. Schwartz, deputy commander of Walter Reed, after listening to the surgical discords, stoutly defends Dr. Snyder. He says hundreds of physicians have written the hospital to praise Snyder's actions. Schwartz says that Snyder quickly diagnosed both the coronary last fall and the ileitis this spring. "And this," says Schwartz, "is not easy to do for a man who is not supposed to be a specialist. But he has a keen, logical mind and is widely read in current medical literature."

Whatever the merits of the ileitis argument, the facts are that General Snyder for three decades was one of the nation's outstanding military surgeons, with a brilliant record as a diagnostician and hospital administrator on the side. Snyder first met Ike about 15 years ago, reported to him occasionally abroad during World War II when Snyder was assistant to the Army inspector general for medicine. Their real comradeship began in 1945 when he became Ike's personal physician. In November of 1945, when Mamie was ill of pneumonia in Boone, Iowa, Ike asked Snyder to fly out with him. General Snyder's treatment of Mamie won him the confidence of the couple, a trust that has grown with the years. In 1946, when Ike was Army chief of staff, Snyder was a member of his five-man medical advisory board.

Ike and Snyder hold each other in mutual esteem and affection. Ike likes everything about General Snyder except his bridge. The Snyder bridge game is acceptable, but not good enough for the Eisenhower league. So Snyder kibitzes, just as he does when Ike golfs or fishes. But at storytelling, Snyder excels his boss.

Snyder has watched his close friend's health at the Pentagon, at Columbia University, at NATO headquarters in Paris and at the White House. At each place, he has served as chief adviser on medical matters. Doctoring the President has been only a part of his duties. From 1948 to 1953, he was affiliated with two research groups at Columbia, the Manpower Council and the Conservation of Human Resources Project.

The current hubbub doesn't especially bother him. A friend remarked that his critics seemed to multiply in direct ratio to their distance from Dr. Snyder's patient. Besides, although he is a keen and sensitive man, Dr. Snyder has a toughened exterior. He would agree with Harry Truman's famous dictum: "If you can't take the heat, stay out of the kitchen." He's staying in. END



LOOK JAMES WHITING

"Your humor fails to amuse me."

Sound your Z...enjoy

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Pennzoil with Z-7 keeps engines clean

Next oil change, make it Pennzoil with Z-7. Then listen as your car purr-r-rs along! That quiet hum of pure power comes from an engine kept clean and smoothly responsive . . . free of any build-up of carbon or other deposits. This different Pennsylvania motor oil with an all-oil body controls deposits, stops power-stealing knock and ping, keeps full horsepower unlocked—not for just a few miles after an oil change, but for keeps. Get Pennzoil with Z-7, The Tough-Film® oil, now, in the exact seasonal grade for your car!

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SOUND YOUR Z 100% Pure Pennsylvania PENNZOIL® Safe Lubrication

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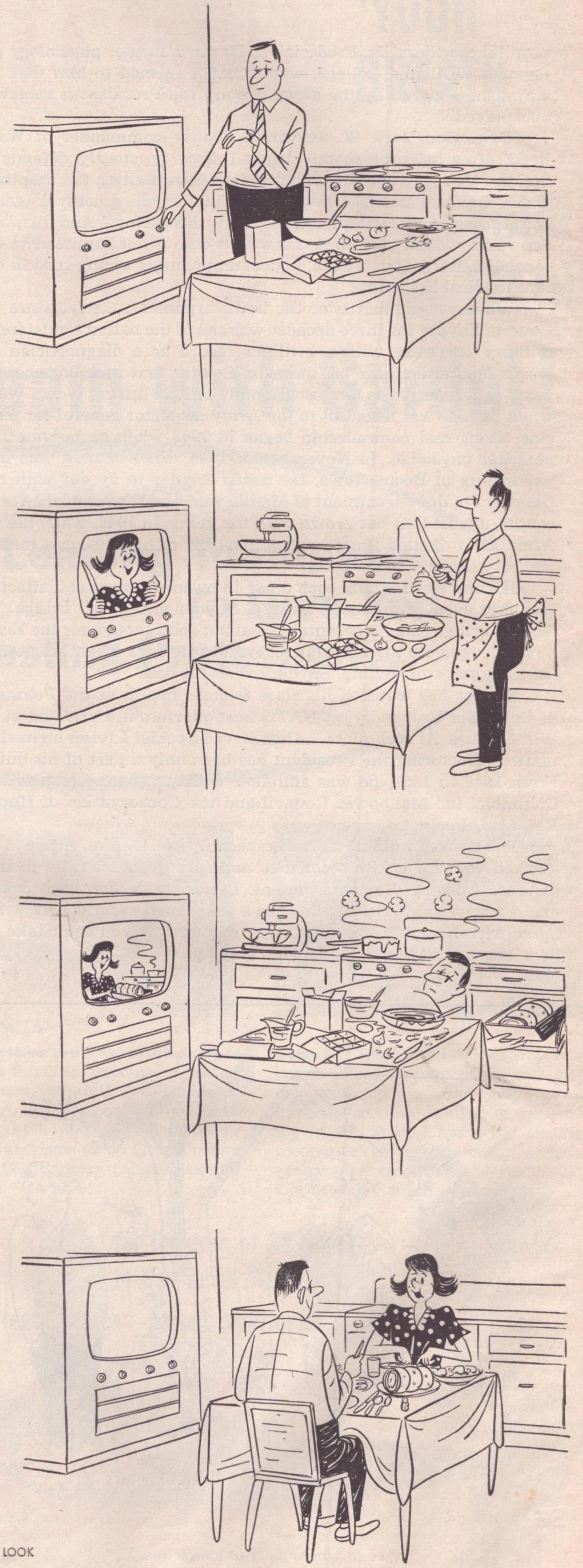
"MEN WHO WISH TO SAVE FACE
SHOULD SHAVE WITH **BARBASOL**"

Lots of gals sing the praises of Barbasol—it makes their guys look so nice. Feel nice, too—more built-in skin aids help save face. Big pressurized Presto can costs only 59c, lasts and lasts. Just smooth it on and whisk off the whiskers. Also in tubes and jars. Get some soon! Shaving's first name: BARBASOL! BARBASOL!

Barbasol
Presto Lather
SHAVE CREAM
59¢

REMOTE CONTROL

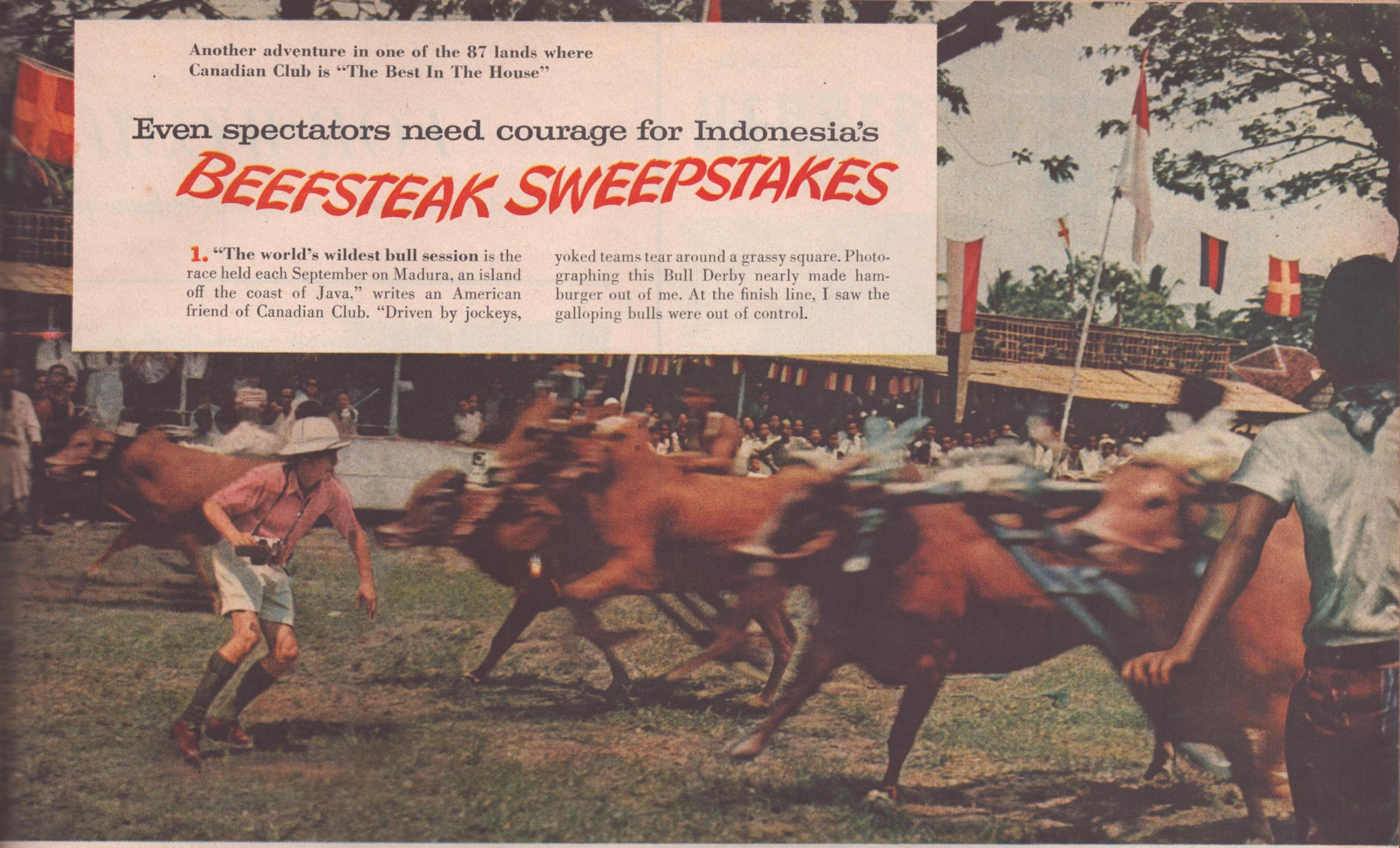
By AL KAUFMAN



Another adventure in one of the 87 lands where
Canadian Club is "The Best In The House"

Even spectators need courage for Indonesia's BEEFSTEAK SWEEPSTAKES

1. **"The world's wildest bull session** is the race held each September on Madura, an island off the coast of Java," writes an American friend of Canadian Club. "Driven by jockeys, yoked teams tear around a grassy square. Photographing this Bull Derby nearly made hamburger out of me. At the finish line, I saw the galloping bulls were out of control.



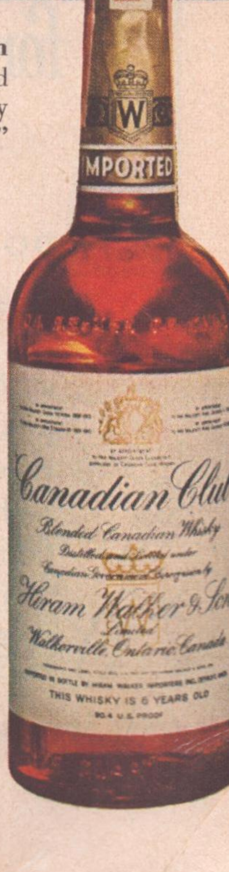
2. **"I still don't know** how I side-stepped a trampling, but the bulls swept past me and sent the spectators beyond scattering for safety. Lots of screaming, but nobody was hurt. Everybody got out of the way.

3. **"I caught the winner** in his hour of glory—and I mean *hour*. He harangued the crowd for at least that long, boasting of his bulls' pedigrees. Jockeys often fall among the hooves of their bovine chargers, so a winner is considered a real hero.

4. **"After the pandemonium** of Madura, it was pleasant to find Canadian Club in the quiet of my host's club in nearby Surabaya."

Why this whisky's worldwide popularity?......Only *Canadian Club* has a distinctive flavor that captures in one great whisky the lightness of scotch, the richness of rye, the smooth satisfaction of bourbon. That's why no other whisky in all the world tastes quite like it. You can stay with it all evening long........in short ones before dinner, tall ones after.........."The Best In The House" in 87 lands.

6 years old · 90.4 proof. Imported from Canada.



BY APPOINTMENT
TO HER MAJESTY QUEEN ELIZABETH II
SUPPLIERS OF "CANADIAN CLUB" WHISKY
HIRAM WALKER & SONS LIMITED

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French's
PURE PREPARED
MUSTARD
CREAM SALAD BRAND

Rare spices and herbs from 'round the world go into French's

French's Mustard Does Something Wonderful for Hot Dogs!

DOUBLE-CREAMED FOR RICHER FLAVOR

Doesn't it make your mouth water just to see a juicy hot dog sporting a flavor-bright topping of French's *double-creamed* Mustard? And when you bite in! What a flavor lift! French's *double-creamed* Mustard is richer, smoother . . . has more tangy goodness. There's nothing like it! Spread French's *double-creamed* Mustard on the next hot dog you eat—and you'll know what all the excitement's about!

SEND for novel HOT DAN Mustard SPOON . . . it's FREE!
The R. T. French Co., 1130 Mustard St., Rochester 9, N. Y.

MORE WOMEN CHOOSE **FRENCH'S** THAN ANY OTHER MUSTARD

FOR WOMEN

Marital odds and endings . . . bedtime judo . .

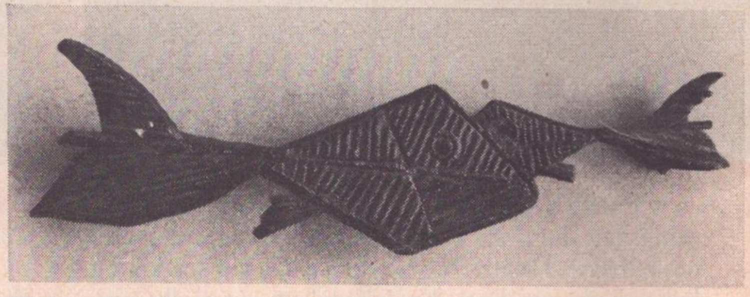
---

love and marriage Marriage continues to be a long shot. According to Samuel G. Kling, Baltimore lawyer and author of several books on matrimony, only one marriage in four is really a happy one. Two in four, he says, are tolerated; one ends in divorce. . . . The Rev. Leslie Conrad, Jr., Protestant youth leader, blames the problem of mismatched mates on our proposal system. To give people a larger choice, he suggests, let girls make proposals too. . . . Italian actress Sophia Loren has an equally simple solution: Marry an egghead, because "the intellectual man has interests which involve him safely, leaving you plenty of time for dressing and doing your hair."

Loser goes to bed.

judo and voodoo The Japanese influence, long felt on the West Coast, is making inroads among Easterners. Currently gaining devotees is a version of a Japanese judo coat, to be worn as beach coat or bathrobe or for tiring out the kids before bedtime—as demonstrated by Denise Lor (above), featured singer on the Garry Moore show, and her son Ronnie, 9. . . . A mid-town store in New York is doing a brisk business in another exotic item, allegedly "smuggled from Haiti"—a "do-it-yourself voodoo kit," complete to chicken feathers and "voodoo dust."

Knoedler Galleries

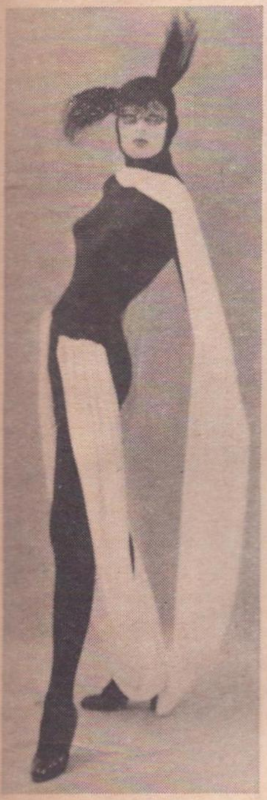


Fish and politics.

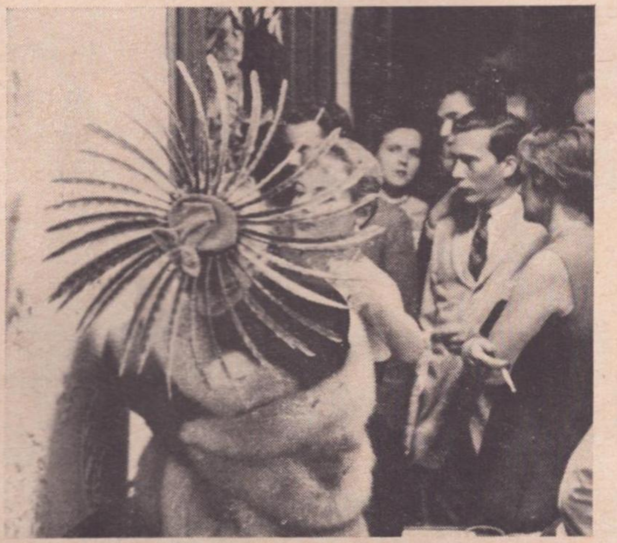
in the swim Fish are stepping out on political and biological fronts (those above, by Georges Braque, stepped out on the cultural front at a recent exhibit in New York). . . . Columnist Earl Wilson reports that a Russian, who claims Americans and Russians have the same sense of humor, told him a shaggy-fish story. A Russian, the story goes, was fishing in a tub. "What are you doing, fishing in a tub?" asked a passer-by. "Are you crazy?" replied the fisherman. "Who fishes in a tub?" Even Americans can't get much shaggier than that. . . . In London, Dr. Helen Spruway, a lecturer on eugenics, reports that virgin birth exists among guppies. She isolated female guppies at birth; 92 later gave birth to fatherless fish.

ONLY

Russian shaggy-fish story . . . fashion frivolity

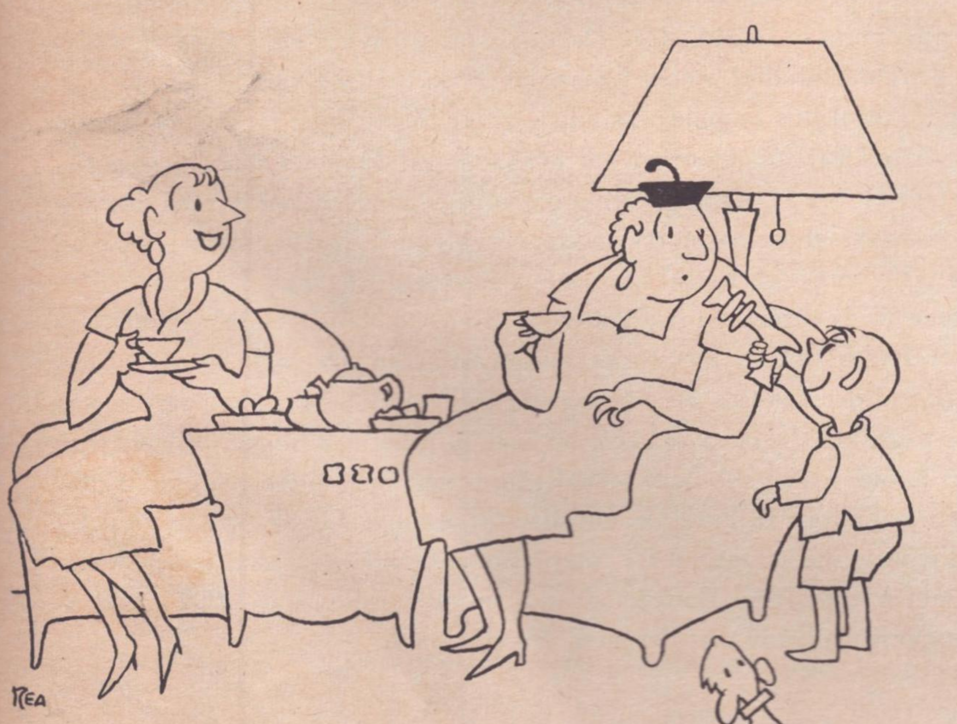


Cosmic trend.



"Somebody will buy it."

whither go we? "No woman can look as well out of fashion as in it," Mark Twain once remarked. If he could attend some of today's fashion showings, he might eat his words. New York fashion house Martier-Raymond, preoccupied with comets, whorls and outer space, created a futuristic outfit for the "Girl from Planet X" (above, left) to set the pace for their fall showings. . . . Hat designer William J's newest creations include a turkey-feather hat (above, on fur-clad model with her head lowered). Says J, "Somebody will buy it. It's a way to spend money." In a recent fashion-show parody at Manhattan's chic Versailles café, the girls did their high-kicking finale in maternity clothes.



LOOK

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GARDNER REA

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Cork Tip
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Ingrid...

a fresh start at forty

After a successful marriage and a disappointing career with Italian director Roberto Rossellini, she is happily making her first American movie in seven years

In her new picture, Bergman plays the part of a 27-year-old Russian princess living in Paris.

MENTION THE NAME "Ingrid" and most people know you mean Bergman. This is a measure of her stature, as an actress and a personality, after a seven-year absence from U. S. movie screens. Her unconventional romance with Roberto Rossellini kept her in the limelight and the gossip columns for a while, but the pictures she made with him were commercial failures. Now, at 40, after two marriages, a divorce and four children, she is exhilarated by the prospect of resuming her career in *Anastasia*, her first American-made-and-directed picture since she left the United States in 1949.

The new picture, based on the Broadway play of the same name, marks one more turning point in Ingrid's life. The last came when she grew tired of Hollywood and wrote Rossellini, whose films excited her, that she wanted to work with him. The result of this impulse was a love affair that echoed around the world. Many criticized her for deserting her husband and daughter and bearing Roberto's child before obtaining a divorce; others admired her for having the courage to brave abuse to marry the man she loved. Today, the echoes have died down. But although Ingrid has made a success of the marriage, her career, under Rossellini's direction, has suffered. "Roberto," she says charitably, "is more interested in making a picture than in casting an actress."

So Ingrid decided this year to make a fresh start, and the pictures on the following pages tell the story of her road back to American films. The road took her from Rome, where she lives with Roberto and their three children, to the 20th Century-Fox set in Paris, where director Anatole Litvak was waiting for her. On the way, she stopped at the International Film Festival in Cannes, where she met old friends from Hollywood and where she discovered that "Ingrid" still meant Bergman, and that Bergman was still a star.

continued

On the Riviera to attend Cannes Film Festival, Ingrid contemplates her American film comeback from a hotel balcony.

Produced by WILLIAM ATTWOOD **Photographed by DAVID SEYMOUR**

Ingrid takes a train from Rome to Cannes. Roberto doesn't like her to fly.

INGRID BERGMAN...

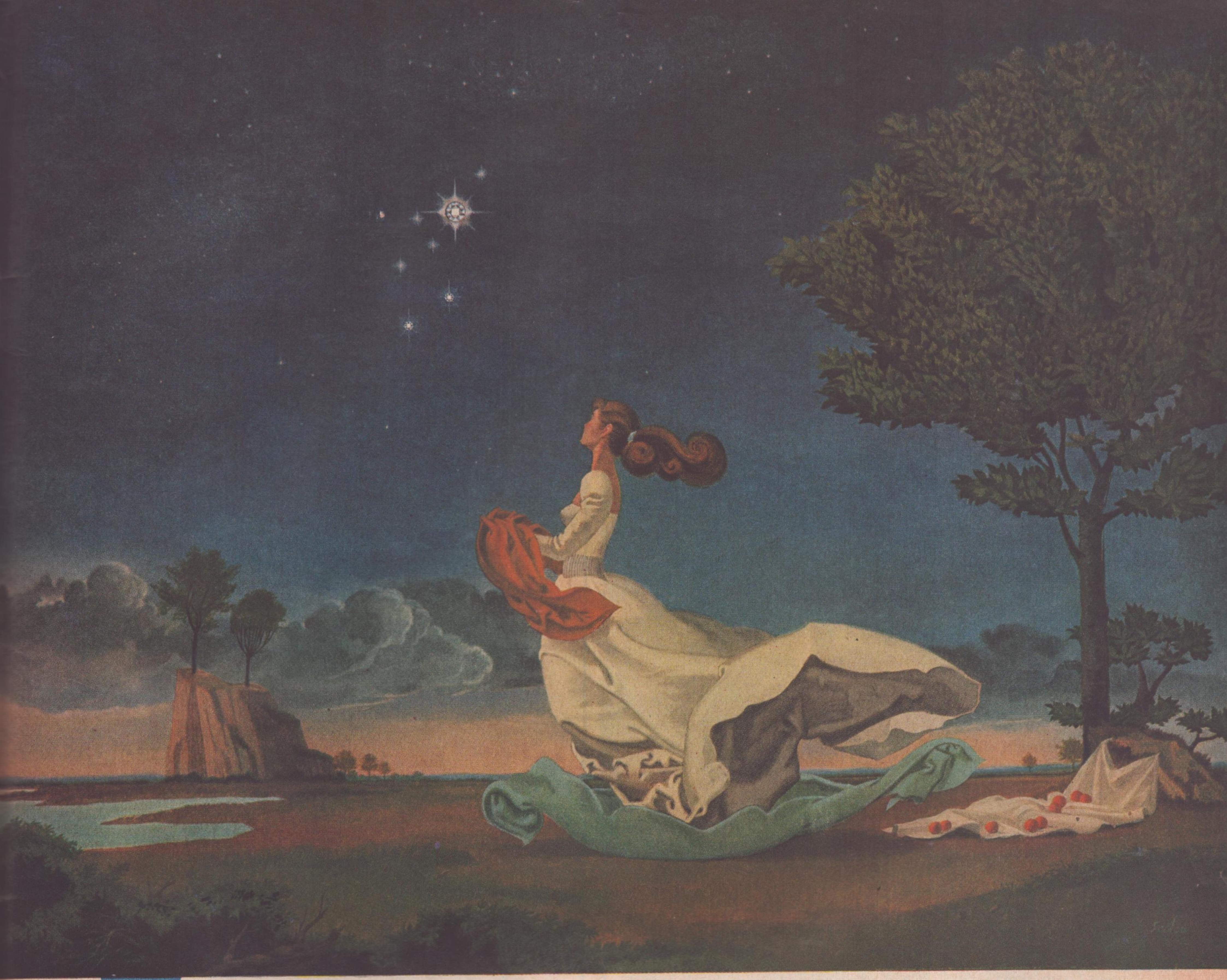
a warm greeting

When 20th Century-Fox asked Ingrid to play Anastasia last fall, she was still regarded as a controversial figure in the industry. People said the studio was taking a big gamble. But as one director pointed out, "The public mainly wants good pictures. People will come to see a good picture with a good actress." So Bergman was offered the part, and accepted. She liked the story and wanted to work in Europe, where she could be near her family. She was not ready for America, yet. But at Cannes, where she took part in her first big film festival, she was delighted by the warmth with which Americans greeted her. More recently, perhaps because of her welcome, she agreed to a filmed TV appearance in the U.S. this fall. The long freeze seems almost over.

Sitting next to Favre LeBret, secretary-general of the festival, she sees people she used to know in Hollywood, like Susan Hayward, left, Ginger Rogers, right.

When she appears on the stairs leading to festival's main projection hall, the crowds, the flashbulbs and the applause tell Bergman she is still the big star.

continued



The constellation Lyra, the lyre, sings of love. Painted for the De Beers Collection by Herbert Saslow.

De Beers Consolidated Mines, Ltd.

¼ carat (25 points) $90 to $200
½ carat (50 points) $225 to $450
1 carat (100 points) $570 to $1150
2 carats (200 points) $1365 to $3200

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Color, cutting and clarity, as well as carat weight, contribute to a diamond's beauty and value. A trusted jeweler is your best adviser. Divided payments can usually be arranged.

Price ranges above are based on quotations by jewelers throughout the country in April, 1956, for their top-grade engagement diamonds (unmounted) in weights indicated. Prices vary with top qualities offered. Exceptionally fine stones are higher priced. Exact weights shown are infrequent. Add tax.

Song of love,
in a lovely star

Now the stars of Lyra call lovers' eyes to the evening sky. This lyre of Orpheus, on which he played the sweetest love songs ever heard, charms mortals still with its message of endearment. Deep in the earth, long ago, a melody as rich with tender meaning was written personally for you and someone you love in the lights of a timeless gem-star. When you find your engagement diamond, cherish it, for it will say forever to you, and those who come after you, how one man and one woman found their love and life's fulfillment.

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Combine canned tomato soup and water as directed on label. Add 3 tbsp. Pream to 10½- or 11-ounce can. Stir to blend. Heat and serve. *It's rich and smooth—you'll love it!*

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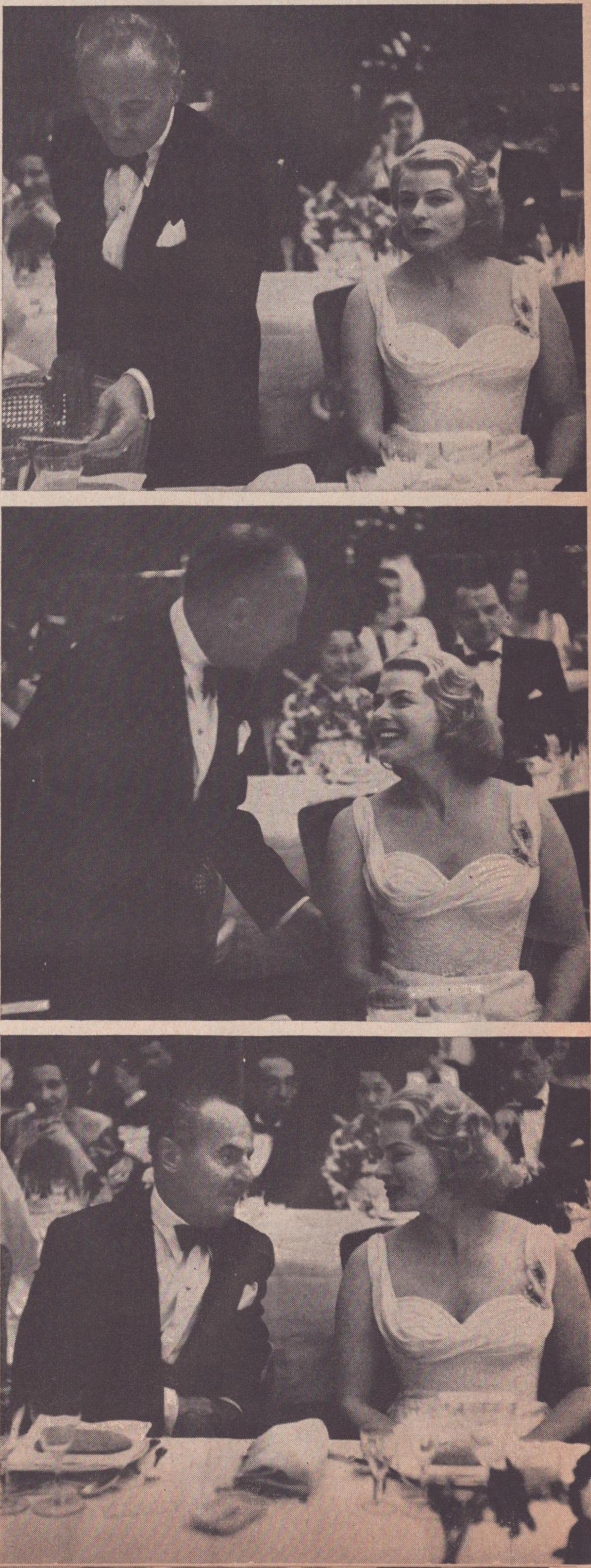
PREAM

INGRID BERGMAN...

"a tremendous

Checking his place card at a banquet in Cannes, Hollywood producer Darryl Zanuck discovers that he is sitting next to the girl he picked to play Anastasia—and they discuss the picture together.



actress-
a tremendous person”

In Paris, Ingrid sits with Yul Brynner between takes on the *Anastasia* set. He plays the role of a Russian exile who saves princess from suicide.

Director Anatole Litvak, coaching Bergman in first scene of the $3,500,000 production, calls her “a tremendous actress—a tremendous person.”

continued

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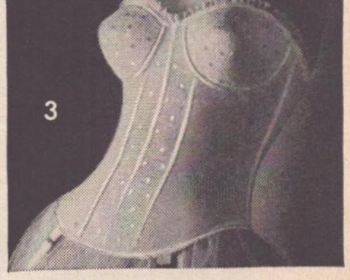

1. For Daytime, choose “Life Romance” Bra No. 566 in comfortable cotton. Uplift is circle-stitched into the cup with “Nylo-Braid.” White. Sizes 32A to 38C. $2.00

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the Germans...

In a fatherland cut in two by the Iron Curtain, 70 million of the world's most vigorous people are resuming their historic role as the world's biggest problem nation. A decade after defeat, they are resurgent, restless . . . and rearming.

Accompanied by a photographer (the first photographer for an American magazine allowed to operate in the Eastern Zone), LOOK's European Editor, Edward M. Korry, has just completed a six-week, on-the-scene study of conditions and trends in both Germanys. You'll find his report in the next issue of LOOK, on sale September 18. It is an exciting, 12-page text-and-picture story of the German *people:* what they do, what they want, what they feel, what they think . . . a story told with warmth, understanding and wonder.

What of the future?

Back in uniform

Back in business

an exclusive picture-report

in the next issue of

LOOK

. . . the exciting story of people

INGRID BERGMAN...

"I have no regrets."

The "bad times" are over; now she has happiness in both her family and her career

Ingrid today looks even lovelier than ever. When you call on her in her Rome apartment and tell her so, she laughs and remarks that, at 40, all women like compliments even when they don't believe them.

"I don't care about my age," she says a moment later, "except that the ages between 40 and 55 are usually dull ones for actresses. Later, you can start playing grandmothers."

Even though Ingrid has an 18-year-old daughter, Pia, it would take an expert to make her up like a grandmother. She looks as exuberant as a young girl with her first movie contract. "Do I really seem so happy?" she asks. "I'm not aware of it. Maybe it's because I'm over the bad times."

The bad times were when she was getting cruel letters from strangers and reading what her former friends were saying about her. Now the shock and the hurt have passed and the letters have stopped coming.

"I have no regrets," she says, "now that it is over. Of course, I miss Pia. But some day she will understand."

You ask her if Roberto feels badly about her going back to work for an American director. "I don't think so," she replies. "He accepts the fact that I am an actress and must work in my own way. I admire him very much as a director but he is very hard to work with. He is not patient and he asks so much of you."

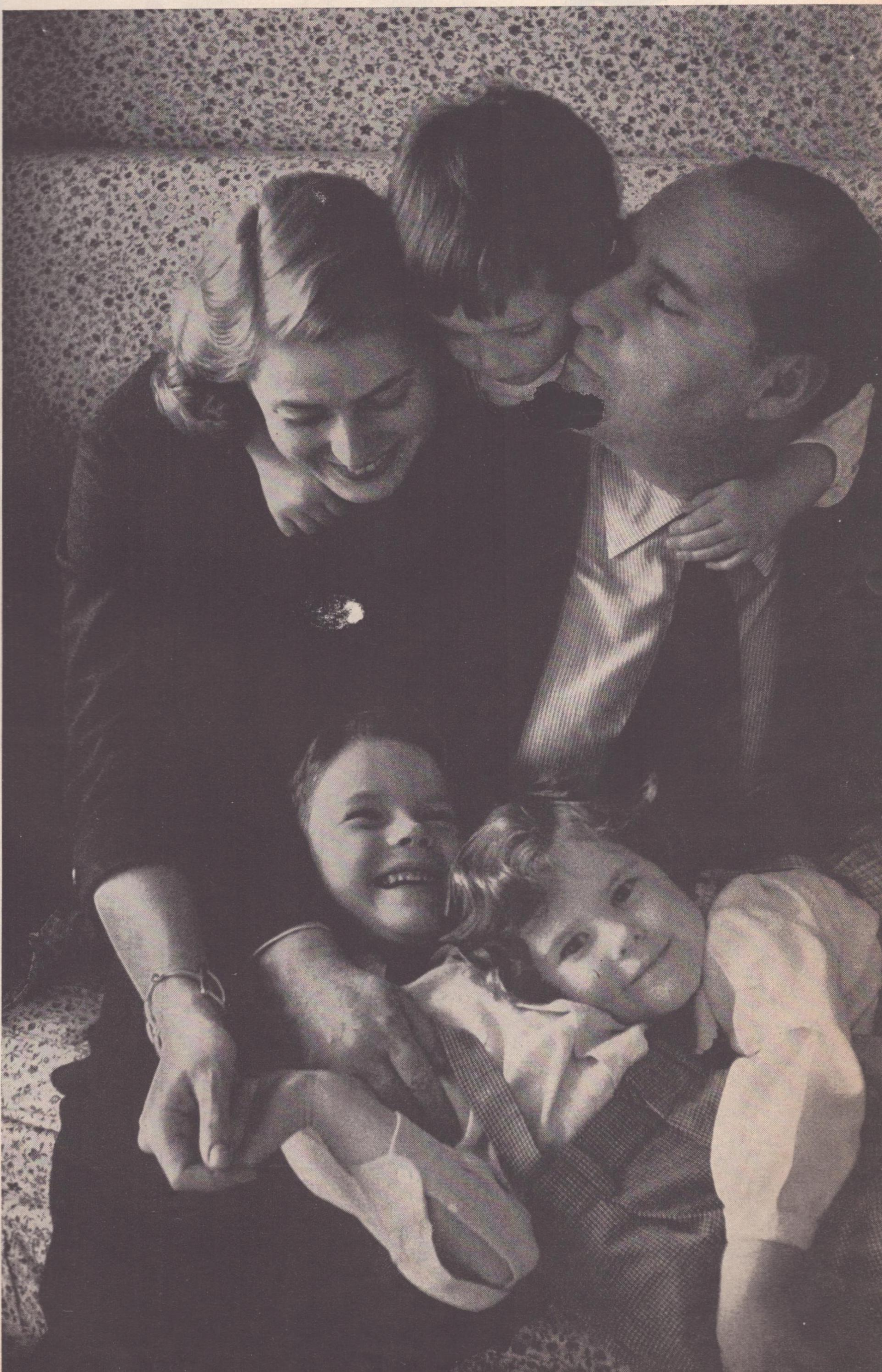
She does not talk about the five pictures they made together, except to say that "the scripts were not very good" and that "I was pregnant most of the time."

Ingrid does not think of this fresh start as a "new" career because she has never stopped acting and hopes she never will. But she has no intention of returning to Hollywood.

"I left Hollywood because I got bored there. Why should I go back? Besides, Roberto is still angry about the things they said about us. So when my friends tell me to come home, I try to explain that this is my home now."

As you leave, she thanks you with a smile for not having asked if she was getting a divorce. "How long must I keep saying 'no'? Do you suppose people will ever understand that I really mean it?"

END

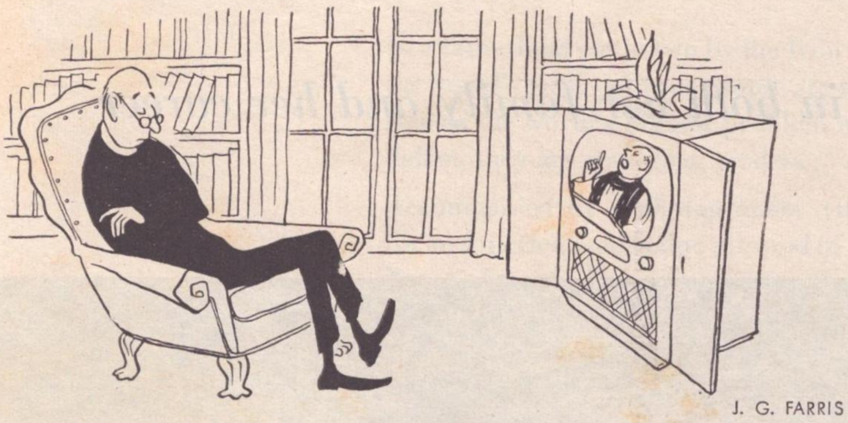


Young Isabella hugs her parents while her twin, Ingrid, and her brother, Robertino, snuggle in their laps. Between pictures, the Rossellinis try to spend as much time as possible with their children.

LOOK ON THE

Light Side

EDITED BY GURNEY WILLIAMS


LOOK J. G. FARRIS

Problem parents

When they are very little we
Will work with them continually.
We hope they'll early learn
to walk,
We're eager that they start
to talk;
But soon as they can chatter, then
We try to shut them up again!

MARY ALKUS

The unmentionables

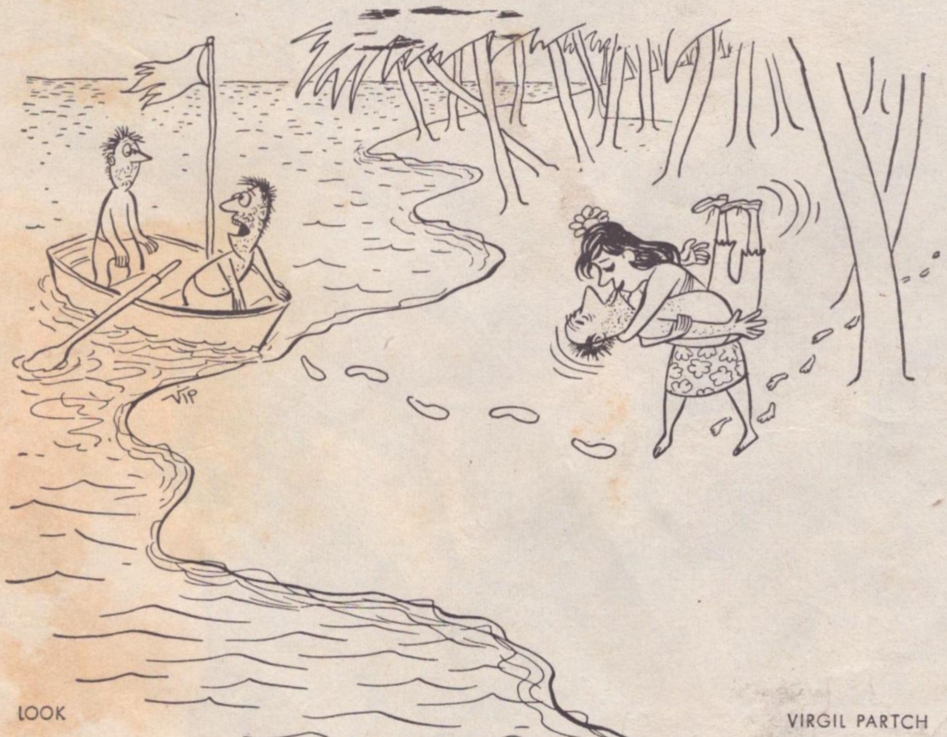
The cost of things I buy
for fun
My wife can quote to
anyone,
But when *she* has a shopping
fling
The prices "aren't worth
mentioning."

MIKE-MARIE PHILLIPS

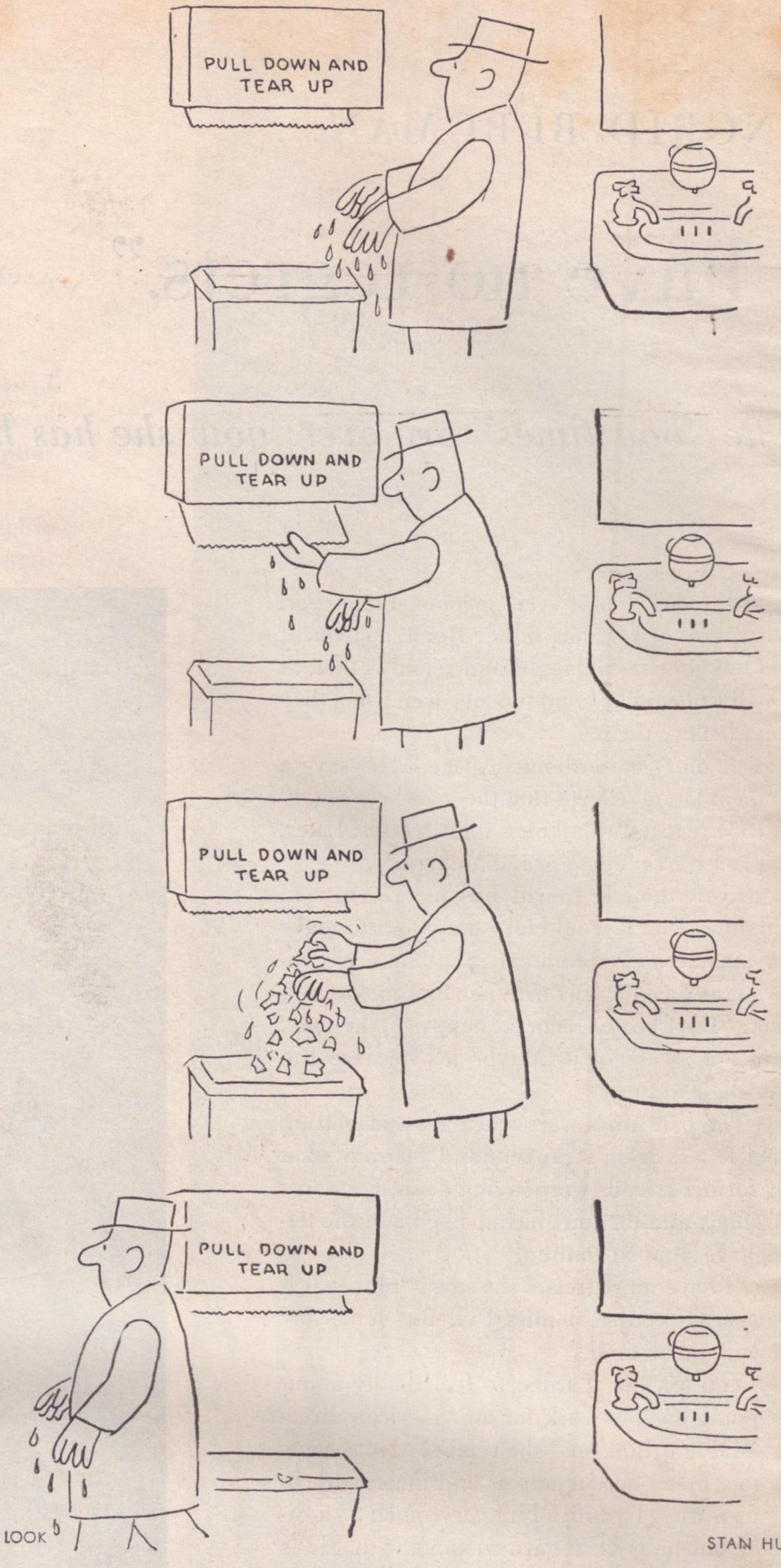
A bore is a fellow who insists on telling about his vacation just when you had planned to show him the movies you took on your trip. *HAROLD COFFIN*

Any husband would rather have his wife make over him than make him over. *HAL CHADWICK*

Living within one's income is simply a matter of following the line of least subsistence. *GEORGE HART*


LOOK VIRGIL PARTCH

"It looks as if Filstrup has hurdled the old language barrier."


PULL DOWN AND TEAR UP
PULL DOWN AND TEAR UP
PULL DOWN AND TEAR UP
PULL DOWN AND TEAR UP
LOOK STAN HUNT

The son is my undoing

Why, when the grandsons come
to call,
Does Grandma let them mark
the wall,
Stomp their clay upon the floor,
Eat in bed and slam the door?
I don't recall this lenient
mood
When she was bringing up *her*
brood!

DOROTHY COX

Famous lost words

The smaller pay envelope and the rise in living costs resulted in a one per cent decline in the chasing power.

Wilmington, N.C., *Star*

•

Tenor John Blouch offered a solo "The Hills of Home" between the group performances and Soprano Carolyn Anderson sank "Into the Night."

Lebanon, Pa., *Daily News*

Americans stay right up in front of things, including buses. *LUKE NEELY*

Old story

They were six once, then 20,
then 30. Of late,
The girls I call girls
are 48.

D. E. TWIGGS

Easy way out

"I'd rather not discuss it"
Is a phrase I put to use
When caught in situations
For which I've no excuse.

FRANCIS O. WALSH

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real thirst quencher !

If there was ever a time a girl would trade her Sunday hat for a real thirst-quencher, this is it! Just be sure the label on the bottle says "7-Up".

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